

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXX

NEW YORK, AUGUST 22, 1912

No. 8

IT is hard to find a fitting name for that which to-day is known as "advertising."

The word is a misnomer for the big business of sales-creation and sales-promotion in which this organization is engaged.

"Advertising," as the average layman knows it, is to us but one spoke in the selling-wheel.

The logical territory, the possible market, the organizing or reorganizing of a sales-force properly to cover it, the divers ways and means of having your goods reach out and grasp the hands of passers-by—it is in these things that this house to-day extends most valuable aid.

It is about these vitals of your business that we are ready to talk in detail with you.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

Cleveland

The Cow is Mightier than the Mine

The value of Wisconsin's dairy products yearly exceeds the combined gold and silver output of Colorado, California and Alaska—by over *ten million* dollars.

Wisconsin has over half the cheese factories and nearly a sixth of the creameries of the United States.

But, more important to the advertiser than either is the fact that while the *number* of dairy cows increased 47% in the last ten years, the product of these cows—butter and cheese—increased nearly 80% in poundage and still more in value.

Wisconsin is a prosperous and progressive state. It is learning the lesson of *efficient* farming as these figures *prove*.

Start in Wisconsin

Wisconsin, above the average in prosperity is the ideal state to start an advertising campaign.

One half of its people get their living directly from the farm and fully half the remainder depend for their prosperity on that of the actual farmers.

The Wisconsin Agriculturist

is subscribed for by one out of every three farmers in the state—the most progressive and prosperous element.

It goes into 95% of the state's post offices and through them into every sixth home in Wisconsin.

Ten years ago the average subscription to the Wisconsin Agriculturist was for one year. To-day a big percentage is paid *in advance* for two, three or even five years.

Ask us for other facts that prove Wisconsin is the ideal state to "start something."

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wis.

Geo. W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

Member Standard Farm Paper Association.

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXX

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WHAT IS GOOD PACKAGE TREATMENT IN COPY?

WHEN THE PACKAGE IS PLAYED UP AND WHEN IT IS SUBORDINATE—IDENTIFICATION OF PRODUCT ONLY ONE FUNCTION OF PACKAGE IN COPY AND NOT ALWAYS MOST IMPORTANT—SUGGESTIVENESS OFTEN A GREATER CONSIDERATION—PACKAGE TREATMENT IN MANY DEGREES FROM ELEMENTARY TO COMPLEX—ILLUSTRATION BY CURRENT EXAMPLES

By Charles W. Hurd.

In current magazine and daily paper issues are advertisements of the National Biscuit Company that strongly feature the package and the whole package line, and other advertisements that do not even picture the package. There are advertisements like "Mellin's" and "Eskay's" infant food which do not contain pictures of the package, and other advertisements, of "Nestle's Food," which do. The "Washington Crisps" copy is practically all package copy, the American Sugar Refining Company launched its campaign for "Crystal Domino Granulated Sugar" in the newspapers with a striking play-up of the package, and the notable use made of the package in the full pages of magazines by the various breakfast food companies is familiar to all. The use of the package in advertising copy has unquestionably grown, and the differences mentioned run through all.

What is the reason for the striking diversity of treatment? Is it a matter of individual caprice, or of inspiration? Are all right, each in its own way, or are some right and some wrong, for one or more reasons? If so, what are the reasons?

There are two or three obvious explanations. Individual caprice

does no doubt enter largely into the question, and some of the treatments unquestionably are due to inspiration. What we know of copywriters and advertisers leads us to believe that some of them may be wrong a part or a good deal of the time, and some practically all the time.

It would be strange if it were not so, because the important place of the package in the selling scheme has hardly been recognized, even yet. The design of the package has with many advertisers been more a matter of chance inspiration than serious study.

And accordingly the appearance of the package in the advertisement has been more or less a matter of sentiment than of science. Some advertisers have had a



This is the Package

After the sugar has been safeguarded in our refineries by exacting laboratory tests to insure its absolute purity, we want to be certain of its reaching you as pure as it leaves the refineries. So automatic machinery receives, weighs and packs the sugar in dust-tight, germ-proof packages. No hand touching the product from refinery to taster.

In germ-proof packages only

No flow—no dust

Sold by grocers in 5 lb., 10 lb. and 25 lb. sealed packages. ☒ Guaranteed Weight

THE AMERICAN SUGAR REFINING COMPANY
Address—New York City

WHEN THE PACKAGE IS STRAIGHT NEWS—
A NEWSPAPER PLAY-UP

strong feeling on the subject and others have been indifferent. But theory is now setting strongly in

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the direction of the package, due not alone to the growing appreciation of its importance, but quite as much, also, to the increasingly critical study of copy.

The appearance of the package in advertising copy is generally though by no means always a subordinate one and is due to the appreciation that it identifies the actual package, or product. Few advertisers or advertising men seem to suspect, or if not to suspect, then to accept the fact, that identification is not the sole important function of the package, perhaps not even the chief function. These few only are aware that the great work for the package, is *suggestiveness* or *reminder*.

But suggestiveness or reminder is the function of the ad itself. It is the resultant effect of all the elements of the ad—the pictured package, the heading, the text, and the illustration, if there is one. How can one element do

clearer for us if we first try to decide from an examination of current advertising and our reflections on it, when the package should *not* be used. And we are considering, of course, the package which goes to the consumer, the necessary and natural container of the goods, whether food, toilet requisite or household necessity, where it figures as the chief mark of identification and connection in the consumer's mind.

WHEN TO KEEP OUT PACKAGE

There can be only two or three reasons why a package should not be pictured in the advertising:

First, when it is absolutely deficient in information, or distinction, when it would not mean anything to run it. There really are such packages. Many products are put up in packages hopelessly out of date, which would cut a very poor figure in advertising copy, and hence have to be kept out of it. Other packages, at first distinctive, have been *swamped by imitative packages* and there is no special gain in emphasizing them, the thing to do being to bear down on the name or trademark or trade feature. But note how Kellogg gets around even this.

Again, the package should not be run when an *equivalent feature takes its place* and the use of the package in the same ad would distract the attention and *disturb the unity of impression*.

At first thought, this would seem to leave a big hole for exceptions, but as a matter of fact there are ordinarily few instances when the idea is so big or exclusive that it can dispense with the package symbol.

Sometimes this equivalent feature may be a picture and sometimes reading matter. An examination of current ads seems to show that advertisers believe that a representation of the product dispenses with the necessity for the appearance of the package, which is far from being so as a rule. If the appearance of the package is an intrusion on the scheme of the ad, complicates, that



TOO MUCH PACKAGE OR TOO MUCH
TRADE-MARK?

the work of all? What, then, is the place of the pictured package in the ad? When should it be used and how? Are there any rules to guide us, and if so what are they?

But it will make the matter

The Value of the Introduction

"Mr. Frothingham, what about Everybody's this week?"

"Let us write about the *value* of the introduction it gives advertisers. For instance, if Smith introduces Jones to you as reliable and you know *Smith* is reliable, you'll readily believe in and trust Jones because Smith was the introducer, won't you?"

"Certainly."

"Well that's exactly how Everybody's readers feel towards Everybody's advertisers. The character of the magazine carries with it a guarantee for every advertiser we introduce to our readers. *Just think what a tremendous additional influence that means in behalf of our advertisers.*"

*Everybody's
Magazine*

W. R. Emery,
Western Mgr.
Marquette Bldg., Chicago.

Robert Frothingham
Advertising Manager
New York

is to say, an otherwise simple and single-eyed expression, that is an adequate reason for suppressing it, but not otherwise.

Under some conditions it may be more a matter of space requirement than of unity of effect, but the latter governs. There may be, for example, a certain message to be delivered; it requires large type, which about fills the stated space, allowing for margin. Regard for continuity of effect dictates the usual handling, including package. On the other hand an occasional departure from precedent, if the occasion warrants it, is sure to attract attention, when made in a familiar spot. Under these circumstances an exception may be made with profit.

For example, in the back-cover advertisement of the boy in bathing suit sailing his home-made boat in a puddle, with a "Cream of Wheat" advertisement for a sail, the package could only have been dragged in by the ears and would not have strengthened the trade-mark ducky's face on the paper.



*"There is Beauty
in Every Jar"*

**TAKE Milk-
weed Cream**
on your summer
outings. It gives
the skin softness,
whitens it and
increases its re-
sisting power, making the face less
susceptible to sun and wind.

Ingram's
Milkweed Cream

UNIQUE AND ATTRACTIVE WAY OF FEATURING JAR

These conditions appear to be the only ones under which the package should not be used in advertising copy. And that practically amounts to saying that a good package should be run as

often as it does not conflict with a bigger idea in the copy. The big idea may, of course, include it, but it must not suffer on account of it.

The ways, however, in which the package may be run are legion, and it remains to consider these and endeavor, if possible, to establish a scale of merit or potency of appeal, in order that the advertiser may know whether he is or is not making the best use of the material at his disposal.

It will be helpful, perhaps, to lay down a few supposed principles, not for the practical guidance of any advertiser but as aids to reflection.

ITS THREE USES

The package in the ad, then, has three uses. The least useful, but not unimportant, is to *attract attention* to the ad. The use most generally recognized is to *identify* the actual package. And the third, often most important, use is to *suggest* or *recall* satisfaction or pleasure, imagined or experienced.

It is often remarked that the intent of popularizing a trade-name or mark or package is to fill the memory with such name or mark so that nothing else can gain entry, as if that were an intellectual or semi-mechanical process, a matter of iteration. The truth is that mental impressions are almost exclusively a matter of interest—we notice and we remember what we recognize as affecting us, what touches our *emotional life*.

Thus, even in the quasi-mechanical process of impressing a pictured package on the memory so as to enable it to perform the mental operation of identifying it with a package that will be seen in the dealer's store or window, it will be enormously useful to associate the package in the copy with something which will distinctly *interest* or *please*; and these associations will *cling to the package in the copy* and make it *suggestive*.

Eventually, with the use of the product, other more substantial satisfactions will be added, or transferred to the pictured pack-

Wherever There's a Postoffice You'll Find Buyers for Your Goods

Cash buyers—and lots of them. The kind of buyers that the “hard times” missed.

Mail-order buyers—men and women in the small towns, villages and cross-road hamlets.

People who have for years been buying almost all their personal and household necessities and luxuries, through the advertising columns of the

Vickery & Hill List AND The American Woman

Year in and year out, in good times and bad, these papers have proved that they can always be depended on to sell goods quickly, profitably and for cash.

We want the patronage of all “show me” advertisers, large and small, who are not yet represented in our columns. We want advertisers who expect their “copy” to sell their goods; who “key” their ads and keep a close tab on results; who require each and every publication on their lists to “make good” to the limit.

We want this class of advertisers, because time has proven that they are the advertisers for whom we make good—year in and year out—in good times and in bad.

If you have something good to sell to the mail-order buying public of the country, an ad in THE AMERICAN WOMAN and the VICKERY & HILL “LIST” will sell it; quickly, profitably and for cash.

VICKERY & HILL PUBLISHING CO.

Augusta, Me.

Chicago

New York

age and it will thus become a symbol or representation of all the satisfactions instead of being merely a symbol or representation of the physical package; it will be, in the lingo of the fraternity, a proxy *plus*. It will start out, in other words, as a sign post to the physical package and end as a sign post also to the taste or appetite.

The distinction is an important



When the whistle blows and it's time to "wash-up," be sure there's plenty of Old Dutch Cleanser in the wash-room. Nothing equals it for the hands. The fine particles cut all grime, greasy dirt and skin stains which soap cannot remove. It leaves the hands white and smooth. Takes the sticky scum from wash-bowls in a jiffy, makes cleaning everywhere doubly easy—and is absolutely indispensable for any and all uses in shop, office and factory. Only one cleanser necessary when Old Dutch is used—

Always keep a big supply on hand

Many Uses on Large Sifter-Can 10c.

Old Dutch Cleanser

USE, ACTION AND PACKAGE DISPLAY, A NEAR-THE-TOP EXAMPLE

one to establish, for practical reasons, because if identification were the chief function of the pictured package, then it would be sufficient merely to give it a place in the chorus or an occasional speaking part, whereas if its destiny is suggestion it must be developed into the eventual magnitude of a star.

The package, therefore, is not a mere dead weight for the ad to carry. If it is well designed, it tells a good deal of the story. And though it tells the same story all the time, and other copy is needed to freshen and develop interest, it occupies a position of even more peculiar importance than we have considered, and one which has a marked bearing on the plan of campaign.

In describing the function of

advertising, we often speak of it as turning the attention of the public to a particular product or "driving them" into the dealer's store to buy.

What we do not often realize is the process by which this is done, the necessary process, too, though not all advertisers are using it. It is not exactly simple, but it is interesting to follow.

Seeking profits, the advertiser has to secure them by giving the public something it wants. He cannot, however, in a majority of cases, show his articles directly to the public. They are in the dealer's store and are in packages. He cannot even show the packages which contain the goods, but has to show them instead at second-hand, through the medium of newspaper, magazine, poster, street car or other forms of advertising. And, it is not enough that he show the picture of the package, but he must direct attention to it through supplementary copy.

FROM POINT TO POINT

Reversing the process, in order to see it through the advertiser's eyes, we find that to reach the consumer, the advertiser must go to a given advertising medium, attract the consumer's attention to an advertisement, transfer the attention from the advertisement to the pictured package and expect that the pictured package will carry it to the actual package or product in the store.

In some cases the transfer is from the ad to the name or the pictured use of the goods, but generally it is to the package, and in a great majority of instances, ought to be, because the package, for the reason before described, is something concrete and is therefore the *line of least resistance*.

Patented articles or processes like Shredded Wheat and Puffed Wheat can show the actual use and neglect the package, but everything else has to conform to the rule that when we cannot show the original, the next best thing is to show a model, and that is what the picture of the package in the ad is.

The Gateway of the City
"The Modern Terminal"

The first adequate presentation of the making ready of the great railroads to handle the human millions who will pass in and out of our cities tomorrow.

THE
 OCTOBER
SCRIBNER'S
 MAGAZINE
 A Special Number

Leading articles by:

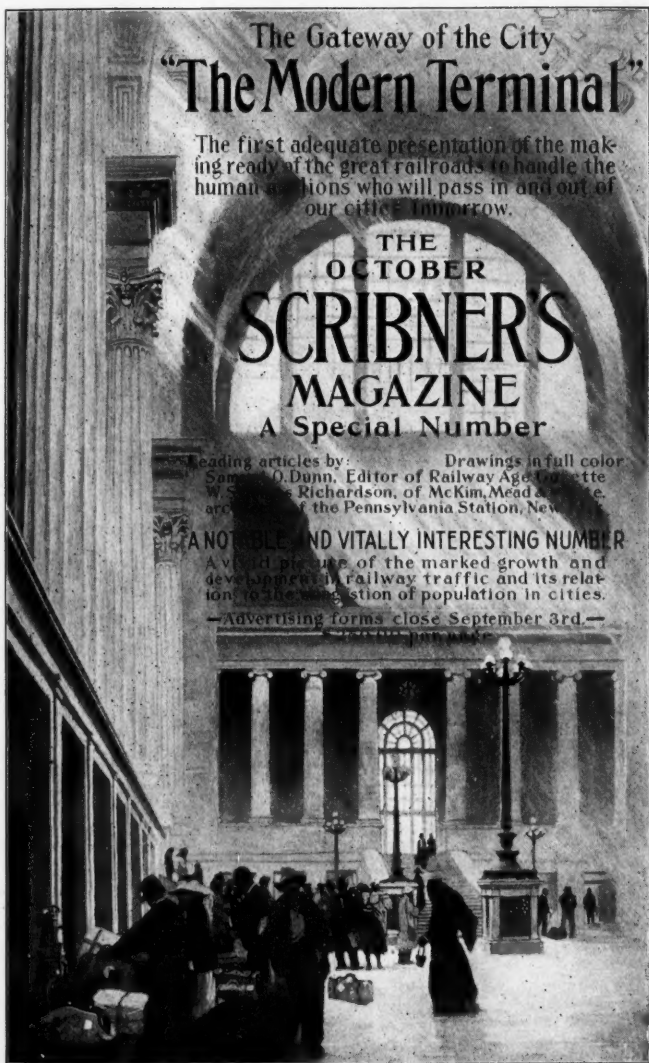
Samuel O. Dunn, Editor of Railway Age Gazette
 W. S. Richardson, of McKim, Mead & White,
 architects of the Pennsylvania Station, New York

Drawings in full color

A NOTABLE AND VITALLY INTERESTING NUMBER

A vivid picture of the marked growth and development of railway traffic and its relation to the congestion of population in cities.

—Advertising forms close September 3rd.—



But the package is not all important, nor of the same unvarying degree of importance. There are other features that deserve attention. How classify them?

The practical question in getting up a given ad is what to feature. The practical division of ads from the package point of view might therefore be into



A SMASHING EFFECT, THOUGH SOMEWHAT OVERDONE AND COMPLICATED—NOTE UNIQUE IDENTIFICATION

those that feature the package, those that make use of it in a subordinate way and those which dispense with it altogether. We have already considered the last class.

The occasions for making the package the main point in the ad are several. Sometimes the quantity of the goods and hence the size of the package makes the latter the chief selling point. This is the case with "Washington Crisps." Sometimes there is "news" in the package, as that a product has been put up in package form for the first time, which justified the "Crystal Domino Granulated Sugar" ad in playing up the package; or as that there is an improvement in the package, as in the top of the "Kellogg Toasted Corn Flake" package.

So also the historic Colgate toilet powder case: "We could not improve the article, so we improved the box." There is the even more interesting question as to the superior merit of light and dark beer bottles which Schlitz and other manufacturers are discussing in their advertising. And the improved "Belle Mead Sweets" candy box with trays for different layers of bon-bons, chocolates, etc.—that improvement is worth emphasizing as long as it remains without substantial imitation.

It is a legitimate excuse, again, for featuring the package when the uniqueness is one of beauty or distinction, which is the case with many toilet requisites, destined for a place on the dressing-table, and an excuse which might be taken more often into consideration with respect to table delicacies.

LIFE-SIZE REPRODUCTION

When the physical package is so small that it may be reproduced "life-size" in the ad, it is often an advantage to do this, even in small space. This leaves less to the imagination, and is as if the reader-consumer had but to reach out his hand to get it.

There remains one reason why the package is often featured that has nothing to do with news or size or distinctiveness or beauty and yet is one of the most important of reasons. It has already been touched upon and is the *connotative* or *suggestive power* in the package. This is, of course, nothing more mysterious than the sum or complex of all the attractions, imagined or experienced, of the product, of which the pictured package is made a vehicle. The connotation or meaning of the package is made more and more cumulative by its association with pleasing uses, or pictured satisfaction or even with unrelated but interesting scenes.

Colgate and Williams make use of this power to a large extent. So does "Cream of Wheat," and so do many others. They are not merely impressing the appearance of their package on the public mind; they are giving the package

THE PROVIDENCE JOURNAL
rejects many thousand dollars' worth
of advertising. It does so because
it is profitable to have the advertise-
ments in its columns treated with
respect by its readers.

an *emotional content*, as the professor of psychology might say; they are loading it up like a storage battery; or they are giving it a "storied past" and human interest. Doing it, we see, through picture, incident, and story, instead of merely by sheer reason.

Reason in the sense of cold, hard argument is inadequate when it comes to matters of taste and sentiment. It cannot, of course,

making the use he does of the package, the trade-mark and the name, for these other elements may, of course, be played up to similar advantage and for similar reasons, excluding each other temporarily—though logic would seem to give primacy of possibilities to the package, or at least to the package which *includes name and trade-mark*, and so is informative, while being at the same time distinctive and attractive?

In all these cases advertisers will note the need for discrimination between the use of the package as *news* and the use of the package as *suggestion*. When the package is news there must be no story or any other diversion of interest from the main point. When the package is being built up into a commercial land-mark or memorial it needs a wealth of sentiment and romance to do it. The two aims are distinct.

But, after all, the occasions when the package is, and indeed should be, made the feature of one's advertising are in a small minority. The importance of the package grows by use, and this implies a period, more or less protracted, during which it plays a subordinate part to the text or pictures illustrative of the product or its use.

Perhaps there is no obvious necessity why it should in all cases be subordinated at the beginning, but it generally is the case.

Is it possible to grade the uses of the pictured package in the ad, so as to be able to put our finger on one kind of use and say: "This kind of use is invariably best, or is better than such another kind"?

(Continued on page 62)



A Real Family Picnic

Father and Mother will arrive in a moment or two. They are taking the lunch baskets out of the wagon. But the children wouldn't trust Father and Mother to bring

Peter's Milk Chocolate

They brought that themselves.



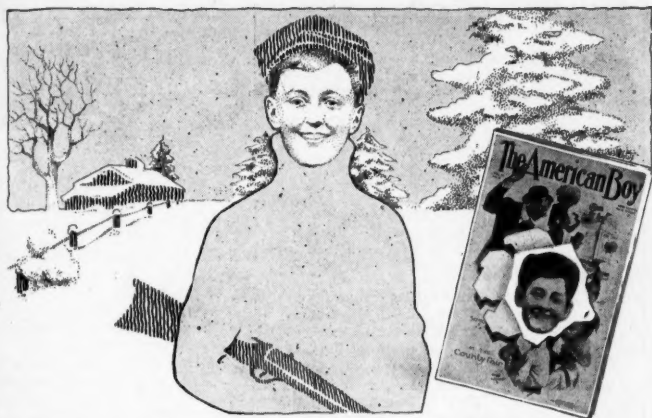
Father expects to go fishing a little later, and he has got an extra supply of PETER'S in his kit that the children know nothing about.

The best lunches sometimes fail to satisfy, but PETER'S CHOCOLATE, the food and candy combined, always pleases everybody.

HIGH GRADE EXAMPLE OF KIND OF STORY TREATMENT
THAT PUTS SUGGESTIVE POWER INTO PACKAGE

be dismissed altogether. There is always a reason, even in an emotion, and always emotion in every reason. The reason *expressed in an emotional way*, i. e., sentiment that rings true, is the most telling.

Thus, the use of the package in this way is perhaps one of the best uses that can be made of it, all critics to the contrary notwithstanding. Is not Mr. Mapes, of "Cream of Wheat" then, nearer right than most of his critics in



Make the Boy Your Advocate

The one thing in which many advertisers err, is in not sending their advertising for the home to the sons, as well as to the grown up members of the family.

Youth will enlist with you quicker than maturity, and when you win the boy you have a better representative in the home than the most silver-tongued salesman that ever lived.

Every boy is an eighth wonder of the world to his parents. They want to follow his interests; they study the magazine he reads; they see the world as he sees it; and they buy the things he wants—not merely because they want the merchandise, but because they want to please the boy.

The American Boy

uses boy persuasion and boy interest as leverage on the grown ups.

It is read in 200,000 boy homes. And these boys average 15½ years of age. Get the boy on your side—for when he wants what you want to sell—you'll sell it.

The Sprague Publishing Company

J. COTNER, JR., Secretary-Treasurer, Detroit, Mich.
H. M. PORTER, Eastern Manager, 1170 Broadway, New York City



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PRINTERS' INK

REGRETS FORCED CIRCULATIONS

By L. C. McClesney,

Advertising Manager, Thomas A. Edison, Inc., Orange, N. J., and President, Association of National Advertising Managers.

Twenty-four years have taken advertising out of the doubtful business classification and made it a profession of dignity, with a code of ethics as clearly defined as that of the physician or the lawyer. Twenty-four years ago men engaged in advertising were regarded by the public as a species of confidence men, and most advertising men agreed with the public. To-day no one questions the standing of advertising as a business or profession, whichever way it may be classified. The public has given it a recognition that is unquestioned and men are proud, not ashamed, of their connection with it. Twenty-four years ago sales forces had only sneers for advertising as a factor in business-getting. To-day they admit it to be a factor as great as their own, if not greater.

Advertising, in twenty-four years, has made tremendous progress toward honest standards. Then advertising men unblushingly declared that they were not keepers of their brothers. To-day the best of them admit their responsibility to those who read their copy or their publications, and they are working hard to induce all other advertising men to get the same view-point. The spirit of organization and getting together along progressive lines is strong evidence of this changed condition. Twenty-four years ago advertising men were quite as afraid of each other as they were that the public would ostracize them because of the character of their business. To-day thousands

of men are eagerly working together for the advancement and uplift of advertising as a whole.

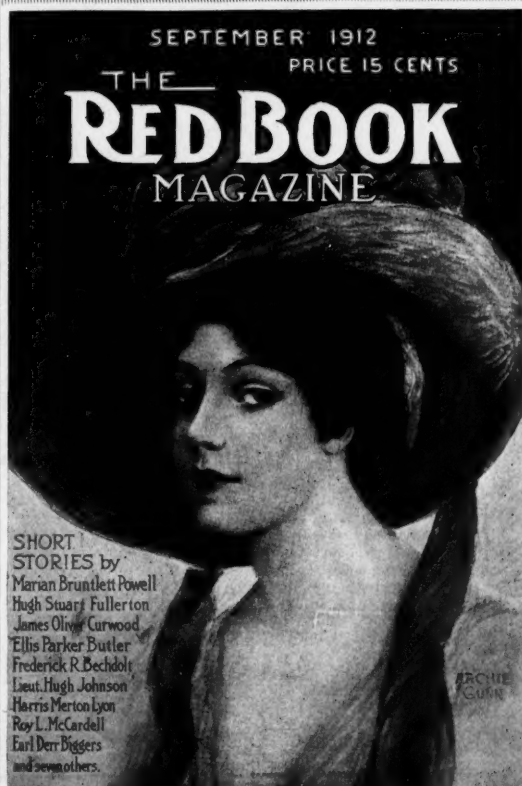
A third important difference between the days of twenty-four years ago and to-day is the methods employed by publications to get larger circulations. Twenty-four years ago ninety-five per cent of the patrons of a paper or magazine were such because, of their own volition, they wanted to be. They sought the publication. They did not have it literally crammed down their throats as is so largely the practice to-day. Twenty-four years ago, if an advertiser could ascertain the exact circulation of a publication, he knew that it represented that number of interested readers—the circulation was ninety-five per cent "pure." To-day he can learn more accurately about the quantity of circulation, but he knows little about its percentage of purity. He knows that from twenty-five per cent to seventy-five per cent of it has been gained by a forcing process that gets quantity, but of its quality he knows little. He does know that the percentage of interested readers decreases as the quantity increases. The forced circulation of to-day is really a reversal to the doubtful ethics of twenty-four years ago. Present-day circulations stand in the same position as did much of the advertising of 1888. "Let the buyer beware" applies just as much to the artificial circulation of to-day as it did to a great part of the advertising of twenty-four years ago. The science of getting people to take publications they don't want, don't need and don't read has developed a condition that may be likened to the sunflower in the rankness of its growth and the fragrance of its flower.

L. C. McChesney
hits the nail squarely on the head!

The circulation of
THE RED BOOK MAGAZINE
has been obtained by the
compelling interest of its contents

SEPTEMBER 1912
PRICE 15 CENTS

THE
RED BOOK
MAGAZINE



SHORT
STORIES by
Marian Bruntlett Powell
Hugh Stuart Fullerton
James Oliver Curwood
Ellis Parker Butler
Frederick R. Bechdolt
Lieut. Hugh Johnson
Harris Merton Lyon
Roy L. McCardell
Earl Derr Biggers
and seven others.

ARCHIE
GUTH

Important Merchandising Service

is provided, without extra cost, to advertisers in the Achievement Number (October issue) of Good Housekeeping Magazine.

BULLETINS: Special Trade Bulletins and a copy of the issue will be sent to the 3000 Good Housekeeping Stores, calling attention to the products advertised in the widely-heralded Achievement Number and pointing out the unusual consumer demand to be expected for such products.

DEALER CO-OPERATION: Retailers are more and more relying on Good Housekeeping publicity as a guide to laying in stocks. They will be specially influenced by the interest and prestige of the Achievement Number.

CONTESTS: Good Housekeeping has just finished its third Dealers' Contest with brilliant success, and is launching a fourth, designed to again center the attention of retailers on goods advertised in the magazine.

RE-ADVERTISING: Advertisements in the Achievement Number will be re-advertised to a picked list of several thousand retail merchants through the new trade paper "Good Storekeeping," published by the magazine. Full pages will be reproduced and electros supplied the trade.

Advertising in the issue is limited to 150 pages—equalling the reading matter. No great amount of untaken space now remains, and prompt orders are highly advisable. Forms close September 5th.
Rate: \$2 per line.

Good Housekeeping
Magazine

New York

Boston

Washington

Chicago

The Largest Class Publication in Any Field.

"EVERY LETTER A GOOD- WILL LETTER"

AN EDITED COPY OF A BULLETIN ISSUED FOR THE CORRESPONDENTS OF A LARGE NATIONAL ADVERTISER—PRACTICAL ADVICE TO THOSE WHO MAKE OR MAR THE GOOD WILL OF A CONCERN WITH INDIVIDUAL CUSTOMERS

By S. Roland Hall,
International Correspondence Schools,
Scranton, Pa.

Good will is an important asset of every successful business. This good will is the acquaintance, association and regard that a business concern builds up among its patrons by careful, efficient dealings, which makes it easier for the concern to do business with such patrons, enables it to spread its business through them, and builds up a bulwark against competition.

Good will is a particularly strong asset of our business, because it is obvious that unless we can maintain the good will of the greater number of our customers and of others who influence our class of trade, we shall fail to secure a very large amount of business that we ought to get.

It is conceded by all who have given the matter much thought that the correspondence of a business institution plays a large part in the upbuilding of good will. This is especially true when the business concern does its work largely through the mails, as we do. The great mail-order houses pay the most careful attention to their correspondence in every branch, from the handling of inquiries that may sometimes appear to be idle ones to the adjustment of complaints. They have learned by long experience that a slight inattention or a little impatience or bad judgment may mean the loss of hundreds of dollars.

It is not likely that those who have to do with the correspondence of this company are unmindful of these truths. We have in our employ a number of excellent correspondents—men and women whose work has been worth a great deal to us. But from time

to time the attention of the management has been called to correspondence that is below the standard that we ought to maintain. We have never given to this big subject the attention it deserves; we have never undertaken an organized effort to improve the correspondence of the institution as a whole. It isn't unlikely that in the near future some effort will be made to introduce a general system looking toward improvement of all our letter-writing. In the meantime, there are some points that merit the attention of everyone who has the handling of any of this company's correspondence, whether it be the answering of inquiries, writing explanatory letters about the use of our products, or simple letters about the shipment of supplies.

Maintain Good Will.—First of all, no matter what the letter is about, remember the importance of building up good will. Some concerns have adopted the slogan, "Every Letter a Sales Letter." I wish that every one of our correspondents might live up to the spirit of "Every Letter a Good-Will Letter."

It may be possible to make a single letter worth \$10 or \$100 to the company. This means that you must be courteous. Many things that sound well when spoken by one of pleasant manner seem cold or indifferent in written language. Therefore, to make a letter pleasing, you must search for the little touches that make it so. Courtesy is one of the cheapest things in existence, and yet it is not half as common as it ought to be. No matter if your correspondent is unreasonable or sarcastic, you should be reasonable, dignified and courteous; and your attitude will be a more effective rebuke than an ill-spirited reply. We ought to say that we are sorry for delays and misunderstandings, even if they are not our fault. When we say: "We do not know just where the trouble lies, but this matter will have our prompt, careful attention," the customer cannot fail to be impressed favorably.

Don't forget that you are repre-

senting the institution as a whole, though your letter may be entirely about a trivial matter. The customer should be made to feel that every one here has a friendly interest in him. Just a word or two is often enough to give this agreeable effect; you do not have to be gushy or write long letters. Addressing the customer by his name, "Dear Mr. Brown" instead of "Dear Sir," or a single expression such as "We hope that your outfit has arrived by this time and that you are getting along well with it" is often enough.

Be Truthful.—Now and then letters are called to the attention of the management that contain misleading statements. There is no need, either in our letters or in our printed literature, for outright untruths or exaggerations. Our records and the facts about our business afford all of the earnest, convincing arguments that a correspondent or circular writer could wish for. Deception merely leads to trouble, and we cannot stand for it. Earnest presentation of the truth commands respect and brings business that stays. To attempt absolute assurance of things about which we cannot give absolute assurance may later cause a real grievance difficult to adjust.

High - Sounding Language.—There is no place in our work for high-sounding language. Express yourself simply. Instead of "It is evident that all these propositions can be answered in the affirmative," say "Our answer to all these questions is 'Yes.'" "Pays well" is better than "sufficiently remunerative." Do not be lavish with adjectives. Most composition is spoiled by an overuse of them.

Conciseness.—Many mistake brevity for conciseness. Conciseness means saying much in a few words. With the idea that brevity is the principal thing to be desired in letter-writing, it is easy for a correspondent to make the mistake of writing letters that appear curt or hurried. Make an effort to get as much meaning as possible in each paragraph, but always find time for some show of interest. Cold, slap-bang corre-

spondence is almost as detrimental to our business as ill-spirited work.

Promptness.—I am led to believe that our various departments handle their own correspondence promptly, but occasionally a letter gets in the wrong department or has to be forwarded from one department to another and is delayed for a week or more. Recently a letter was delayed for ten days, when the customer had particularly asked for prompt attention. These delays are serious, for it is the general idea that our distance from our customers is a disadvantage, and we should do all we can to combat that idea. When a letter comes to you after a delay of this kind, unless the delay has been satisfactorily explained by the other department, report the matter to the management.

Hackneyed and Formal Language.—Most letter-writing is lessened in effectiveness by stilted expression. Every correspondent for this institution should endeavor to get away from cut-and-dried language. The following are some of these undesirable expressions, and in parentheses are suggestions for better phrasing: Your favor of recent date (Your letter of the 10th); in reply to same would say (usually this ungraceful expression can be omitted entirely, or we can substitute, if necessary, something like, "Replying, we are pleased to say"); yours of the 11th received and contents noted (We have considered what you say in your request of the 11th). Such expressions as the following have long ago been put on the retired list by the better class of correspondents: Replying thereto, with reference to the same, we would say.

We have on file a number of publications that list undesirable expressions and common errors in English. There is, therefore, no reason why every one who handles correspondence should not weed the faults out of his language. Poor punctuation and improper use of connectives mar much correspondence that would otherwise be good.

The Logical Way To Advertise Machinery

HAVING decided that the wise thing to do is to place your advertising in the field which is made up of men or concerns who use your machinery, the next thing is to select the medium in that field—

For the question of *how* to advertise is just as important as *where* to advertise.

Should you divide, say, a \$5,000 appropriation among five papers, or should you concentrate* most of it in the *one* best paper in the field?

Should you one-fifth convince fifty men or wholly convince ten men that your machine is the one they need?

Is it better to show your card to five men or to show your product to one?

The most successful advertisers will tell you to *concentrate*—

To select the medium that reaches the greatest number of *buying units*—and then fire one broadside of argument after another at them.

This is the plan that has paid and is paying best.

The problem is to select the medium just as carefully, and from the same standpoint, that you would buy any other article.

Weigh one against another and buy the right space in the paper that fits your concentrative needs best.

On your left, gentlemen, is the line we offer—five great avenues of approach to the buying units of five great fields.

Our "Make-It-Pay" Department is maintained to help manufacturers advertise profitably in the Hill papers. Its services are given free. Why not get in touch now and let it submit you a plan of logical advertising? Address

Hill Publishing Co.

505 Pearl Street

New York City

THE five great quality circulation engineering papers of the Hill Publishing Co. are:



The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 19,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 25,000.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 30,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 8,250.

DON'T READ THE STYLE BOOKS



IF WE WERE GOING TO SUG-
gest that you advertise in the Saturday
Evening Post we'd ask you first to read
it for a while and judge its appeal.

If we were going to suggest that you
advertise in a city directory, we wouldn't
ask you to read it through. That would
be no criterion.

Don't read the Style Books. (We're
talking to men now.) It isn't worth your
while.

But mark you this—

2,000,000 women keenly concerned in
the making of dresses consult the Style
Book assiduously each month. —3,000
shrewd merchants spend money to dis-

tribute these books to these 2,000,000 women and to sell them patterns illustrated there.

The merchant realizes that the woman who buys a pattern is going to buy dress goods immediately after, and that in order to buy that pattern she studies the Style Book with an interest that would be mysterious to the uninitiated.

Judge the Style Books by their importance to 2,000,000 women as proved by this attitude on the part of 3,000 merchants—not by the impression on yourself.

If you make dress materials that might be sold in these 3,000 stores, your judgment will be to confer with us about advertising in the Style Books.

ADVERTISING DEPARTMENT
THE CURTIS PUBLISHING COMPANY
CHICAGO, PHILADELPHIA
BOSTON, NEW YORK

WHERE IS THE REAL MARKET?

A MERE OUTLET FOR THE GOODS MAY NOT NECESSARILY BE THE REAL MARKET—HOW A. G. HYDE & SONS REASONED OUT THE TRUE MARKET FOR HEATHERBLOOM TAFFETA — MAKING IT THE "LEADER" IN A CAMPAIGN TO GET CONSUMER GOOD WILL FOR A LINE OF FABRICS

By Roy W. Johnson.

Ask the business man of yesterday where his real market was, and he would probably say, "Where I can sell the goods at a profit." A good many writers on business subjects have taken that as their text, and have laid considerable emphasis upon the statement that selling the goods at a profit was "all there was to it." Nevertheless the business man of to-day is waking up to the fact that there is considerably more "to it," and that the man who is simply selling things for more than they cost him may not be making anywhere near the most of his opportunities.

To-day there are more and more business men answering in this way the question as to where their market is: "Where we can sell goods so that they will bring a profit plus a dependable good will." It is not enough to exchange things for more than they cost. Good business demands that they be sold in the right way to the right people, so that every sale shall be, in a sense, an insurance policy upon the permanence of the business.

When A. G. Hyde & Sons, cotton converters of New York, brought out Heatherbloom taffeta some half-dozen years ago, the line was pretty sharply drawn between the old method and the new. There was plenty of temptation to handle the goods the old way, and it took rather more than ordinary foresight to buck precedent and carry through a campaign which, according to the advice freely given by those who ought to know, was "impossible."

In the first place, Heatherbloom

was almost too easy to sell. It came right at the psychological moment, when jobber, dealer and consumer had been clamoring for a processed cotton taffeta. There was absolutely no question about being able to sell it "at a profit," for every jobber who saw it immediately wanted to know how soon he could have a substantial quantity. The output of the factory could have been sold months in advance from the first display of the new fabric. But—each jobber wanted his own brand on the goods.

A. G. Hyde & Sons, however, had other plans, and had determined that the fabric should be sold under their own brand, and that the good will adhering to the brand should come home where it belonged. The jobbers were so informed, and the jobbers said, "All right. We won't handle the goods."

HEATHERBLOOM Taffeta Petticoats

EVERY DAY GUARANTEED

Not only outworn, silk—but really superior silk in their territories which appeal to women everywhere—luxury, rustle, richness and, above all, in added durability and economy.

Obtainable at all better stores in the latest colors, stripes, and fancy patterns. Many richly embroidered—others plainly wrought.

Elaborateness of workmanship alone determines price—\$2 and upward.

CAUTION—This is Important

The wonderful success achieved by Heatherbloom Taffeta Petticoats has led to widespread imitation. Petticoats will undoubtedly be offered to you as "the same as," "as good as," "better than," or "identical with" Heatherbloom. Such claims are fraudulent—deceitful of them. REFUSE petticoats which do not bear this full and complete label:



Patented by label

HEATHERBLOOM

Patented by label

even imitations in the inside center of the waistband. It is for your protection and to enable you to identify the genuine Heatherbloom Taffeta Petticoats.

Heatherbloom by the yard, 40 cents—And every yard guaranteed

The identical material from which Heatherbloom Petticoats are made. Copyrighted for 10 years. Also other designs.

All leading measures. 40 beautiful colors. 36 inches wide. See Heatherbloom in Chicago.

Write for names of nearest good agents. FREE

A. G. HYDE & SONS, New York-Chicago

Makers of Heatherbloom Petticoats

EXAMPLE OF COPY RUN IN 36 MAGAZINES

Now a textile jobber is much more formidable than almost any other kind of a jobber, because he is more powerful. There are about half a dozen big fellows like Marshall Field and Claffin, who divide the country up among

themselves, the smaller local jobbers do exactly as they are told, and many of the manufacturers do likewise. To offend the textile jobbers is enough to make the faint-hearted manufacturer tremble in his shoes.

But the Hyde people wanted something besides a mere outlet—they wanted *good will* for their goods and their name—not for the jobber's goods and his name. Moreover, they realized what many manufacturers have not learned, that the good will which is worth the most—by far the most—is the good will of the ultimate consumer.

They recognized the fact that the ultimate consumer is the only person, firm or corporation which never goes out of business and never goes broke. The consumer is always there, and he is always able to buy. The ultimate consumer forms the real market for a good many more things than is sometimes supposed. He is stable and dependable, while jobbers and dealers go out of business, switch to other lines, and sometimes fail.

Of course, consumers frequently switch to other lines, but there are so many consumers that a dozen switches don't matter—while a dozen jobber switches would play hob with the line, and a dozen dealers would be noticed. So jobber good will and dealer good will are not *dependable* in the sense that consumer good will is.

Another reason for wanting consumer good will was the fact that the company dealt extensively in linings, and it was desired to have the consumer look for the name of the concern when she bought satines, percalines, etc.

The way to get the message to the consumer was quite simple—advertise. But the way to get the *goods* to the consumer was not so easy, since the jobbers demanded private brands, and the jobbers in the textile field were a force to be reckoned with. So the prospect of consumer advertising without distribution did not appeal to the company any more than it does to most other sane business men.

There was, however, a third factor which had not been reckoned with, and which finally enabled the company to assert its complete independence of the jobbers. The petticoat manufacturers, some two hundred in number, had a thorough system of distribution throughout the country, and were natural customers for Heatherbloom. The material was particularly adapted for petticoats anyway, and the sales of it in the finished garment would outnumber the sales by the piece a hundred to one—sales to the ultimate consumer, of course, since the company was now concerned only with the means of getting the goods to the consumer, and creating consumer good will for the material.

Right at this point is where the company made another brilliant stroke of merchandising, in order to reach the real market and do *something besides* selling the goods at a profit. It would have been easy to advertise Heatherbloom as a material for petticoats, tell the consumer to look for the Heatherbloom label on the selvage of the material in any petticoat she bought, and let it go at that. But three things argued against that. In the first place a woman is apt to look at *style* in a petticoat with a good deal more interest than she looks at material; second, when she gets a petticoat that suits her she is likely to buy the second by the name on the label of the first, without regard to material, and third, it is too easy for the manufacturer of the garment to hide the marks on the selvage entirely. On the whole such a campaign would result in giving the woman one more thing to look for: style, fit, the maker's name, and the mark on the selvage. The company resolved, as far as possible, to make a single label stand for all four.

It took nerve to do it, but the company told the manufacturers: "We are going to advertise *Heatherbloom petticoats* — not merely Heatherbloom. We are going to tell your customers that when they want style, fit and dur-

An Appreciation

FRANKLIN P. SHUMWAY, *Print and Book*D. J. MAC RICHOL, *Vice Pres.*CHARLES F. RANDALL, *Secy.*

Franklin P. Shumway Company
Newspaper & Magazine Advertising
 373 Washington Street
 Boston, Mass. July 1, 1912.

PRIVATE BRANCH EXCHANGE
FORT HILL 1925-1915

Mr. Dan A. Carroll,
 Tribune Building,
 New York City.

My dear Mr. Carroll:

The spring newspaper campaign for the Pacific Mills on their Serpentine Crepe being now completed, I want to thank your office for the co-operation given me in the handling of this advertising.

I know that intelligent work of this kind will materially assist in the development of a lot of new business for the excellent newspapers which you represent.

Truly yours,

FPS/BEL

Franklin P. Shumway

ADDRESS ALL COMMUNICATIONS TO THE COMPANY AND NOT TO INDIVIDUALS

An Argument for More Business

This advertisement is directed to every manufacturer who sells goods in Montreal, Philadelphia, Washington or Indianapolis, through Department Stores, Dry Goods, Drug, Grocery or General Stores. If your sales in these markets are not satisfactory, an independent investigation of local trade conditions will undoubtedly emphasize the need of localized newspaper advertising to help your dealers sell your product. With *distribution, human interest, common sense selling copy and the goods behind the advertising*, your investment in the following publications is a safe one. If you want to *know* these markets you must *know* these newspapers.

The Montreal Star - Covers Montreal.
The Philadelphia Bulletin - Covers Philadelphia
The Washington Star - Covers Washington
The Indianapolis News - Covers Indianapolis

Advertising in these high-grade, home, *Evening* Newspapers will secure dealer coöperation and assistance in many ways that could not be obtained through any other method of advertising. Incidentally, you will reach a majority of the homes of the English speaking buying class in each city with *one* appropriation.

Newspaper advertising is the business force that compels sales at the points where you need them most—no scattered or wasted circulation-energy.

The "New Business" Department of these Newspapers is in close touch with your trade all the time. What do you want to know about these markets? Request for interview will receive prompt attention. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

ability in a petticoat, to look for the Heatherbloom label in the waistband. We will furnish you one label with every so-many yards of Heatherbloom, but will not sell you Heatherbloom at all unless you will agree to use the labels."

Criticisms of the company's policy were free and plentiful. One Brooklyn merchant of prominence declared that they were crazy to alienate the jobbers, and then impose prohibitive conditions upon the only source of distribution they had left. Consumer good will was all very well, according to some of the critics, but it wasn't wise to throw away jobber good will and manufacturer good will in the endeavor to get it. And of course, from the company's standpoint, the kind of consumer good will they wanted couldn't be had without antagonizing somebody.

The company started advertis-

A list of thirty-six magazines was taken on with large space, a long list of newspapers in large cities were used, together with car cards the whole length and breadth of the country in a "demonstration week" for Heatherbloom petticoats. Prizes were offered for the best window displays, and dealers were urged through their trade-papers to take advantage of the consumer advertising. More than three hundred thousand dollars were spent in a single year—principally for good will, for the goods would have sold without a line of advertising by the company.

It did not take the petticoat makers long to understand that the consumer demand was stronger than their ability to get along without Heatherbloom. And the company stood absolutely pat, refusing to sell a yard to any manufacturer without the agreement to use the label. Moreover, they soon learned that the label was selling petticoats.

They did hold one meeting and resolve to tell A. G. Hyde & Son where to get off. They did, but the company refused to get off as requested, and one by one, two by two, and a dozen at a time, the petticoat makers asked for the labels.

A little later the retail dealers began to feel a demand for Heatherbloom in the piece. Some women wanted to make their own petticoats, others couldn't find anything to suit in the ready-made stock—but they demanded Heatherbloom. Fortunately it was so "different" that substitution was difficult, and the jobbers—the high-and-mighty—began to experience a call for Heatherbloom. There was no doubt about it—the demand was for Heatherbloom, not any private brand. So the jobbers fell into line.

Some of the big department stores demanded Heatherbloom petticoats with their own labels



CAR CARD COPY WITH A FLAVOR

ing Heatherbloom petticoats to the consumer through street cars and magazines, and to the dealer through the trade-papers, when very few manufacturers had made any Heatherbloom petticoats, and when the great majority were unwilling to use the label at all. Moreover, they had a sample line of petticoats made up, and sent their own salesmen to the retailers. Every retailer was asked the name of his jobber or his petticoat manufacturer, and any orders were sent through those channels—as they had to be, of course, since A. G. Hyde & Sons are not petticoat manufacturers.

on them. The petticoat makers were very sorry, but they couldn't supply them. One of the big New York stores bought a lot of garments and ripped the Heatherbloom labels off, but customers who demanded the material were not easily persuaded that they were genuine, and the labels stayed on the next lot.

Another New York store refused to handle the goods at all. No petticoat maker could sell them Heatherbloom, unless the store's label went on. The petticoat makers appealed to the converters, who promptly went into the New York newspapers with special copy, and in three weeks stirred up such a demand that the store capitulated. The big stores in all cities were watched in this way, and the newspapers used time after time to break through a strategic point. No form of publicity was neglected. The Heatherbloom electric sign at Forty-second street and Broadway was one of the best known moving signs in the country, and

was a mighty powerful argument against the lure of the private brar.J.

It looked risky to thus advertise the product of somebody else as being high in quality and workmanship, but it was not so risky as it looked because any manufacturer who bought Heatherbloom, in addition to the use of the labels, agreed not to make any petticoats of the material to sell for less than \$13 a dozen. Thus a minimum price was established, and the dealer could be relied upon to see that he got quality for the price he had to pay. Page after page in the trade-papers was used by the petticoat manufacturers (at their own expense) to advertise Heatherbloom garments, and dealers featured them as leaders in their newspaper space. All of this advertising, of course, cost the converter nothing.

The campaign was succeeding in doing exactly what it was meant to do—create consumer good will. But it was good will

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

for *Heatherbloom*, and it was necessary to transfer that good will to the *family* of fabrics in which *Heatherbloom* was but one member. That was imperative because, although *Heatherbloom* was running far ahead of anything else and was getting more popular, taffeta petticoats would inevitably go out of style some day, and then the bottom would drop out unless the public mind could be held to A. G. Hyde & Sons. Therefore, the name *Hydegrade* was adopted, and advertised in connection with *Heatherbloom*, *Galatea* cloth and certain other of the company's fabrics, to emphasize the fact that it applied to the petticoat material and also to other things as well.

The style did change, as every woman knows, and taffeta was laid back on the shelf. The narrow skirts demanded petticoats of soft, clinging materials, and, "rustle," which is one of the chief assets of taffeta, was taboo. But thanks to the advertising of *Heatherbloom*, and the later identification of it is a *Hydegrade* product, the company was able to take a cotton messaline, give it the name "*Halcyon*," and advertise *Halcyon* messaline petticoats, of *Hydegrade* quality. Some day taffeta will come back again, and messaline will be shelved. But the company will not care, for the *Hydegrade* brand makes them practically independent of the changing fashions, and it is the garment manufacturer who has to worry about designs.

An interesting detail of the merchandising system is the way the company handles direct inquiries. All advertising is signed A. G. Hyde & Sons, and as they do not make or sell petticoats, direct inquiries must be handled in such a way as to give the consumer satisfaction yet not play one manufacturer against another. So the company issues a petticoat catalogue, which contains illustrations of every model of upwards of 200 manufacturers. This catalogue is sent to the inquirer, with the request that she take it to her dealer and point out the garment she wants. At the

same time a letter is sent to dealers in her town, telling them of her inquiry.

The copy for the *Hydegrade* line has been straight, attractive, reasonable matter addressed to the woman. But the important part of the campaign is not in the copy, but in the wisdom which led the company to realize that in reality their customers were the millions of consumers instead of half a dozen or so jobbers and a couple of hundred petticoat manufacturers. It was the process of thinking the thing out to a finish which meant success, not simply jumping at the chance to "sell goods." For the entire output of *Heatherbloom* might have been sold in the first place to the jobbing trade, whereupon the jobbers would have got the good will for *their* brands and in a little while would have been dictating to the converter. Selling to the consumer who is a constant quantity is a lot better than selling to a few jobbers or manufacturers who may blow up or buy somewhere else to-morrow. And the man who can command consumer good will can get the jobber's good will every time.

NEW AD CLUB AT LA CROSSE

Upon the invitation of some of the leading advertising men of La Crosse, Wis., Raymond T. Carver, of Milwaukee, outlined ways and means of establishing a permanent organization for the study and discussion of advertising. It will be known as the Advertisers' Club of La Crosse, and affiliation will be made with the A. A. C. of A.

La Crosse has a number of aggressive and growing manufacturing, wholesale and retail establishments. The members of the new club are among the most wide-awake and enterprising element in the city.

It is anticipated that an active part will be taken by this new club, in the topics for advertising discussion, as outlined by the educational committee of the national organization.

CO-OPERATIVE STORE FAILS

The co-operative store for consumers which was started last March in Los Angeles has just been attacked by one of its officers for money advanced.

Members are said to have been offered dividends every three months and a fifteen per cent discount from their grocery purchases. This was not very profitable, however, because now each member will be held individually for the amount of money the concern owes.


Charles J. Boyle

Formerly New England Manager for the
Butterick Publications and later Eastern
Advertising Manager for the Christian
Herald—

Is Now

Associated with my organization.

Which information I am pleased to
announce.

A handwritten signature in cursive script, reading "Paul Beorn". The signature is written in dark ink and is positioned above the city names.

Chicago

NEW YORK

Boston

The American Sunday Magazine is moving. Moving its household goods into rooms 1403-1404 Croisic Building, 220 Fifth Avenue. Moving the goods of its advertisers into the homes of its readers—moving its circulation mark steadily upward.

But we want to move the minds of more advertisers—for our profit and theirs.

We want to show them how necessary a publication like the American Sunday Magazine, serving more than 2,000,000 homes, is to their selling campaigns.

We want to show them how circulation can be analyzed, and how distribution of circulation can be purchased coincident with their needs. How advertising efficiency can be increased by making the medium fit the requirement.

Sounds a bit conceited, doesn't it? Fifth Avenue, however, has not turned our heads, nor has conceit superseded good sense. We have studied, analyzed, experimented—and we know whereof we speak.

The American Sunday Magazine is a

well-edited, beautifully printed, interesting publication, reaching more than 2,000,000 homes. We will tell you where these homes are located and in what communities.

We will match our carrying capacity with your distribution of merchandise, and if the majority of our circulation does not go where you are doing and want to do business, we will so advise you.

Our circulation must meet your merchandising requirements or we can't do business with you.

We don't sell you peculiar quality; we don't advise you that it is a privilege to place advertising with us. We do try to prove in a comprehensive, common-sense way that you, Mr. Advertiser, need us as much as we want you.

We do business on a "mutual profit" platform.

Forms for October 6th issue close August 25th,
and for the October 20th issue September 7th.

American Sunday Magazine

(Now Issued Monthly)

220 5th Ave.
New York City.

908 Hearst Building
Chicago

W. H. JOHNSON, Adv. Mgr.

GETTING A NEW ANGLE ON OLD COPY

TRoubles of agency and manufacturer to get new slants in old campaigns being solved by deeper analysis of public's wants—how some manufacturers keep their copy new

By W. B. Ashley.

To get a different angle on a thing in advertising, the same rule holds good as in civil engineering: the thing must be viewed from different points outside itself. It is the photographer's trick of getting perspective and the exact focus by infinite pains in viewing the subject from every possible vantage-ground. Now, the vantage-ground of the manufacturer for this purpose is not his laboratory and workshop; he must stand off in the open market where he hopes to place his product and there consider it from every possible angle. Each clear-cut impression he gets is a new talking point to the public.

A great railroader once voiced an opinion of the public's place in a railroad's policy that would quickly pickle the best advertising campaign ever conceived to-day. Selling railroad tickets is a good case for the argument, if that indispensable commodity can be moved by injecting new ginger into the time-table—the one piece of copy the public is supposed to consult. It has been found to do so, and the source of ginger supply is that same public. Cleanliness resulting from the use of hard coal was urged in favor of travel by one line only after the public's opinion on that point had been learned. The clipping off of hours on long runs sends the public to the time-tables that do it. Three years or so ago the Jersey Central was in despair over getting something new to say about itself, and was substituting its agency for "the public" in the Commodore's *lapsus-lingue*, when a circumstance simple enough from the company's point of view but impressive from the public's waved its hand for notice. Presently the slogan, "Your watch is

your time-table on the Jersey Central" appeared in its copy, and attention was called to the fact that on this line trains between New York and Philadelphia leave either city always *on the hour*. That easily remembered and welcomed talking point, still used, is credited with a large share in the increasing patronage of the road.

This method of the silent salesman has its counterpart in the drummer's trick of getting a sample into the dealer's hand to examine, instead of holding it up and turning it round for his distant inspection. Only the printed talk puts the article in a score of hands to test as many ways. Put a hard, cold lock in a man's hand and about all he can do is to turn the key back and forth and admit that it seems to lock and unlock; really, what more is there to say about a lock?

DARING OF YALE LOCK COPY

The makers of the Yale line of locks succeeded in digging out quite a lot more. The Yale & Towne Company even went so far as to take its proposition up with burglars, and a paragraph from its "Book for Burglars" bears directly upon the subject under remark: "The first thing that you should learn is that the name Yale on a lock means 'nothing doing'—on that door at any rate. But there is nothing to prevent you from prowling around the house to see if the name Yale goes all around it." And so, starting at the public's front door, these heavy users of advertising space trail the possible use of their product through the kitchen, chicken house, barn, garage, tool chest, gate, and onward to store and office and throughout the whole range of property interests. Does the public's capacity to use an article supply new talking points in advertising? Fifty-two distinct places where a Yale lock is needed were brought out in that company's advertising in the leading April magazines.

It is an open secret where the ideas come from: they come from users of the locks. The manufacturer keeps in touch with the

dealer, supplies him with ample helps and informs him in advance on the advertising. From the dealer he learns what the customer wants a lock for, and immediately he can say, "The public uses locks for this as well as for other things." It would be easier to sit in a chair and think up places to use a lock; theory will often hit a nail on the head, but it takes a hard fact to drive the nail home. The public recognizes a fact as far as it can read type.

A word may be in season here about the Yale & Towne Company's advertising policy. The growth of this plant in a half century from a single small building to a mammoth group of modern factory buildings is directly traceable to its advertising. For the first forty years the company enjoyed the advantage of an exclusive patent upon a lock that received wide publicity in the goodwill of pleased consumers and wide-awake dealers, and grew accordingly. *But in twelve years of true publicity—systematic, persistent, advertising—the growth of that business has been three times that of the previous forty years.* According to one authority, the world should have tramped a highway to that original little factory in the Stamford wilds without the aid of a printed word. Possibly it would have done so in a thousand years. How swift twelve years seem in comparison!

A certain brewery made its product famous merely by describing the process of manufacture. Attention was called to its method of selecting the ingredients, the cleanliness in handling, the general supervision over every stage, and so forth. Everything said about this plant was equally true of its competitors'. That firm merely reached the public first with that particular "slant." And right there is an important factor in making this new talk, viz.: that the talk shall be *new*. First impressions are valuable; they create that strong background against which the mind automatically visualizes; that is, association of ideas. "Griddle cakes for breakfast: please pass the syr—the

September Fifth

The advertising rate of The Ladies' World goes to \$3.50 a line.

Definite orders for space placed on or before this date will carry the old \$3.00 rate up to and including the February, 1913, number.

The circulation guarantee is 750,000 copies, 90% paid, or rebate.

The November number of The Ladies' World closes on September 5th.

An important date.

THE
LADIES' WORLD
NEW YORK

Advertisers' Representatives

Are the words which describe our business

THE words "advertising agency" are a misfit.

In no sense are we agents of publishers or space owners.

We represent in every transaction our customer—the advertiser.

We do not sell anything to those from whom we buy.

We do not sell our services in any way to publishers or space owners.

We buy advertising space, pay cash only for

We know values.

We have customers who use Newspapers, Magazines, Farm Papers, Trade Papers, Street Cars, Posters and Painted Walls and Bulletins *exclusively* and *successfully*.

This enables us to fairly advise *against* a medium as well as to intelligently use it.

What value can be placed on any *advice against any advertising medium* without successful experience in using it?

By having customers who use each medium

alone we are better able to advise others who can probably use *several* or *all medium* in

it, promptly take all cash discounts and do not furnish exact actual service rendered

any advertising means without suc-
cessful experience in using it?
By having customers who use each medium

alone we are better able to advise others who can probably use *several* or *all mediums in combination*. Our service covers the following:

- (1) Counsel on mediums.
- (2) Buying power.

These are but two of the four cardinal features of our service. Fully as important are:

- (3) The building of copy to fill the space.
- (4) The blending of the whole campaign with personal sales work.

Our sales co-operation has caused many of our customers to say the advertising was paid for before a dollar of the appropriation was expended.

We will be definite and specific in stating what we would do for *you* if you will write us stating exactly in what phases of our service you are interested.

publishers or space owners.
We buy advertising space, pay *cash only* for

it, promptly take all cash discounts and do not pay for anything except actual service rendered our customers.

We have no interest whatever in the gross rate—we want the net cash inside rate, and we get it.

This is often very much better than "agency net rates" which, legally interpreted, means "gross rates less regular agent's commission."

We know of no organization representing the advertiser which protects and intensifies its buying power as we do.

Our customers get *all the discounts*, net rates and inside prices.

Our work is covered entirely by a service fee billed as a separate item to our customers.

At all times we expect to hold our customers by earning on work for them alone, every dollar of our service fee.

MAHIN ADVERTISING COMPANY



JOHN LEE MAHIN, President WM. H. RANKIN, Vice-President H. A. GROTH, Secretary
1019 Monroe Building -- Corner Monroe and Michigan -- Chicago

Newspaper : Magazine : Farm Paper : Trade Paper : Street Car : Poster : Outdoor Advertising



Karo." Why? Karo Syrup has been making its name a household word by associating it with household affairs; it is making uses which are common to all syrups its distinctive talking points in its advertising.

When the Karo advertising was under discussion the main question was, Who are the real users of syrup? Should they give Karo an aristocratic atmosphere; play it up to the hotels and to Riverside Drive and expect the masses to take the cue from their betters? Or should they plumb the public and ascertain where such a commodity was in actual demand, be it plebeian or aristocratic, and color their copy accordingly? Should they get their angle from inside or outside?

The public was carefully plumbed and the discovery made that the East Side and the small town and rural districts constitute the best market for syrup. Other sections would buy what the jobber and retailer had in stock, the true syrup public would buy what it saw itself, as pictured on page and poster, using in familiar ways. And so Karo advertising gives a human touch and a homey atmosphere to its copy. The people in the ads are plain, every-day people painted from life, doing plain, every-day things in an average home with Karo Syrup—spreading it on bread for hungry youngsters, pouring it on steaming griddle cakes at a happy table, cooking with it, using it at the candy pull. Women and children every time.

To reach its legitimate market Karo advertising is largely confined to household magazines and women's publications.

Argo Starch, another product of the same company, is advertised in similar mediums, its copy being aimed to bring out new points of contact with the public. Where the medium circulates heaviest in the South the appeal is made almost wholly to the negroes, with good results. Considerable copy is set in foreign tongues.

Searching the public for talking points is a fine art. It is the news-gathering of the advertising profession. What constitutes news?

Anyone can report what he sees and hears, and any amount of "stuff" can be collected by a tyro who thinks everything that is new to him is news for the world. In the day's grist from a clipping bureau the advertising manager of The Western Electric Company found this *To Let* ad: "Jarvis Apartments—For rent at once. All modern conveniences, finely finished, Western Electric telephone system, the most up-to-date apartments, etc.," and promptly reproduced the whole ad in facsimile in two full-page advertisements in the *Electrical World* and the *Electrical Review* under the caption, "The Prestige of the Name." The essence of the copy was that Western Electric Inter-phones are an asset for apartment-house owners, and electrical contractors were invited to consider the quoted *To Let* ad and act accordingly.

HOW WESTERN ELECTRIC GETS NEW SLANTS

The Western Electric Company reports that it billed out over \$67,000,000 worth of goods gross the first six months of 1912, a two per cent increase over the first six months of 1911. The chief concern of its advertising department is to invest the product with live human interest. There is no let up to the advertising during the summer, but a focusing of the angle of appeal upon the season's needs. The goods are shown at the center of comfort in the home and office. "Great Little Step Savers", "Send Your Voice On Your Errands," are headlines that jump out of the page and lay hold of the tired woman, the busy merchant, and predispose them by a word to whatever the proposal is; and they read about inter-phones with a new association of ideas to give point to the argument. "Let Electric Servants Do Your Work" stands out in a half-page ad in the standard magazines, the border of which is composed of a number of the household helps manufactured by Western Electric—irons, toasters, sewing-machine connections, fans.

To talk up its products the

Western Electric camps on the trail of Discomfort; stalks it to its lair in the laundry, the sick-room, the veranda; chases it out of the shop and store; and at every turn gives it the double cross with some appliance or other on which appears the symbol, Western Electric.

Then it doubles up on the talking points used to the consumer. These appliances require power to make them go; the Western Electric does not sell power, but its product creates a great potential market for the power-house and the telephone companies, which sell the power. To such producers the company goes via the trade papers and shows them "How The Western Electric Increases the Central Station Load." A wavy-line chart accurately indicates the varying use of current, from early morning hours till night, and the appliances whose use will increase the "load" at low pressure points are placed at such points to drive home the headline. It becomes a matter of immediate self-interest to such concerns to get behind The Western Electric advertising and push; which they do by means of the company's dealer folders sent out in great numbers.

The advertising of the Western Electric runs in a long list of trade papers, standard magazines, agricultural publications and newspapers.

ORGANIZATION AS SOURCE OF COPY

Both the company just under remark and the New York Telephone Company keep in close touch with the public through their agents and salesmen. The New York Telephone Company sells service—use. The installation of instruments is only the beginning of the business. Unless a telephone company can induce subscribers and the non-subscribing part of the public to use the telephone, they are practically doing business for the love of it; service, their "leader," is piling up on their shelves. In consequence the getting of new angles upon the telephone is the whole thing in their advertising.

The Woman makes the Home

The women
who read *The
Woman's Home
Companion* are
home women;
they are engaged
in making
successful
homes. They
look to *The
Woman's Home
Companion*
for help,
and get it.

Everywhere the telephone goes there is at least one agent to represent the central office. It is his duty to keep headquarters advised on telephone news in that locality. "What is said about the effect of the telephone upon his business by your butcher?" "Does the druggist say the telephone brings him more trade?" "Who in your town has no instrument—how would it especially benefit him if he had?" "What unusual incident boosting the telephone has come to your attention?" It is a serious game of "Reason, reason, who's got a reason for using the telephone?" What is one man's reason is another's poison—till he gets a 'phone put in. Does a party line subscriber complain of waits? Better put in a direct wire, for then the wife can do all the visiting and shopping she wants to without interruption. Was someone dangerously sick and no one to go for the doctor? Better be ready the next time and in the interval you can save yourself a thousand annoyances simply by using the 'phone that you install.

THE COMMONPLACE AS A THEME

Very commonplace arguments, but the secret of their enormous pull is that life is made up of commonplaces. The New York Telephone Company just now is running a commuter's series in the newspapers, using five papers daily. To catch the important business man with this appeal to his wish for a little more time for play, the ad appears in several morning papers. The copy suggests the ease with which business can be conducted from the suburban home by a brief talk over the telephone, giving the man a day for rest and pleasure. In the evening, where it will make its suggestion after dinner or to the wife, the ad is differently gotten up. The army of people who are more or less dependent upon public booths and other telephone conveniences are reached through appropriate daily papers. The *Journal of Commerce*, *New York Commercial*, *Wall Street Journal*, *Wall Street Summary* are set for the important man who side-

stepped the ad on the way in. And to complete the circle the *Staats-Zeitung*, *Morgen Journal* and *New Yorker Herald* carry the ads in German. In order the more accurately to get the point of view of the German-bred citizen, the editor of one of these papers was consulted by the advertising manager of the telephone company and the whole subject was gone over before copy was prepared.

During part of last winter this company kept standing in the New York newspaper offices a stirring piece of copy ready for use, headed, "Today Is Telephone Day." It was never used. Why? Because it was prepared to take advantage of the first blizzard that might come to town, and none came. Every word urged the reader to snap his fingers at the weather and use a telephone for all outdoor errands. Similar copy headed "Keep Off the Hot Pavements" is standing now ready to wrest business out of the next genuine scorcher that arrives.

The above few examples indicate how some extensive and successful advertisers are trying to solve the problem of getting a new note in the copy. The spread of this type of copy is changing the whole face of advertising. It is "the getting back to nature" of advertising. But it is by no means a whirlwind sort of thing; on the contrary use of the public viewpoint requires a nicety of selection and handling that may mean the difference between success and failure. Complete knowledge of the goods themselves, always fundamental to successful advertising, must now be extended to include as comprehensive a knowledge of the public's capacity to use the goods. The agricultural colleges have the right idea along this line of research; they gather their information through a thousand enthusiastic empirics whose own future depends upon the thoroughness and reliability of their work. The manufacturer and advertiser will need to enlist his selling organization and his dealer connections in this vital work. The house-organ here becomes a powerful factor in stimulating interest.

New York American Gained New York World Lost

July 1912 Compared with July 1911

IN TOTAL ADVERTISING

NEW YORK AMERICAN	GAINED	11,641 Lines
New York World	Lost	25,755 "

IN DRY GOODS ADVERTISING

Our worthy contemporary, The World, frequently has made the assertion that Dry Goods Advertising more than anything indicates advertising supremacy in the local newspaper field.

In July, the NEW YORK AMERICAN not only PUBLISHED MORE Dry Goods Advertising than The World, or any other New York morning newspaper, but MADE A SUBSTANTIAL GAIN over the corresponding period of last year, while The World LOST.

This statement is verified by the Statistical Dept. of the New York Evening Post



Advertising That Grows PAYS
Advertising That Pays GROWS

JOHN CLAFLIN—THE MIDDLEMAN WHO REFUSED TO BE ABOLISHED

HOW THE UNKNOWN SON OF A FAMOUS MERCHANT DEVELOPED HIS POLICIES—WHY HE SOUGHT RETAIL OUTLETS AND REACHED OUT FOR MILLS TO SUPPLY THE GOODS—SOMETHING ABOUT THE PERSONALITY OF THE MOST INTERESTING MAN IN THE MERCHANDISING FIELD.

By Cromwell Childe.

For twenty-seven years now a quiet, reserved man has been sitting in a well-guarded room in a vast old mercantile building far down town in New York, a building so great that it takes up a city block. In these twenty-seven years he has seen wholesale house after wholesale house crumple up because of "dry rot." During that time a new world in American merchandising has been created, with few of its methods like the old. The man in the room has not only seen all this, he has been a part of it.

A great son seldom follows in the footsteps of a great father. The man in this secluded, downtown room, John Claflin, is perhaps the most remarkable of all exceptions. Fifty years ago, at the close of the Civil War, his father, H. B. Claflin, found himself, after twenty years in New York, competing with the keenest New Englanders of the nation, the master of the largest wholesale dry goods business in the country. The younger generation does not know how great that business was. New York then had no rivals in the wholesale trade. It was a vast network of jobbing and commission houses taking the products of the mills and supplying the New World. Modern advertising was still to be. High priced salesmen sold goods in every city and cross-roads hamlet, starting out from New York and traveling in almost regal state. It was more to be a salesman for a mighty merchant like Claflin, almost than to be the head of an ordinary firm.

Not long ago a prominent and rich New Yorker died. For many years he had one of Claflin's best territories. He was a drummer, but a prince of the guild. His annual commissions seldom yielded him, net, less than \$75,000.

When H. B. Claflin died, in 1885, predictions were on every hand that the famous house would no longer meet with its wonderful success, that, as in scores of other cases, its business would scatter into other concerns, the newer heads of the trade. Already there were signs of the coming wholesale revolution, the gradual crowding out of the jobber.

House after house retired, some gracefully, calmly saying the game was no longer worth the candle; others went under the hammer in difficulties.

HOW CLAFLIN'S SENSED THE CHANGE

But the house of Claflin went on. The predictions were all wrong. In the room of the even then old building where the great merchant had sat, king for many years, a new theory of trade was being worked out. Nobody, for almost a decade, realized it. The house of Claflin was running on its impetus, people said, living like a bear during a long, cold winter "on its pelt." By and by it, too, would go, like scores of others. There was nothing dramatic to arouse suspicions of the active new lights of the trade that were killing off the jobbers, founding big specialty establishments, concerns that sold only handkerchiefs, stockings, gloves, lace curtains, dressmakers' supplies and the like and finding their best customers in the department stores that had very desirable money always on hand.

That in the family of Claflin there could be a great successor to the old merchant prince himself nobody believed. In the first place, it would be unprecedented for a son to even approach the calibre of such a capable father. In the second, nobody looked for much from the quiet man, dignified, slow of speech, decidedly not a "mixer," evidently the type

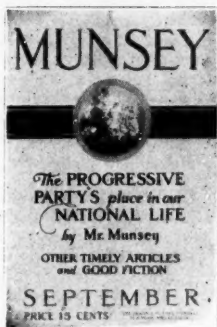
of a man of great means who knows how to conserve what he has but is not of the sort to mingle in the hurly-burly of trade, to discover new commercial continents, and to guide a trade ship through a taxing storm.

What people did not know, for they could not, was that in the big room, which only heads were privileged to enter, and not many of them, had been established a commercial laboratory in which the quiet man thought, tested and studied the conditions of trade for years. It was well along in the nineties, in fact before the business world began to "size up" John Claflin, and to see that, all this time, he had been gradually shaping the old house to meet the new emergencies. Before long the trade commenced to gasp. The son of the old merchant whom nobody expected would cut any figure at all—at the very most would just unwillingly "tag on" and grudgingly fall in line because he had to—was seen to be a radical of the radicals and progressive of the progressives.

THE READJUSTMENT POLICIES

What have been the Claflin policies? Nothing in modern business has been more ingenious. This much must be remembered. When twenty-seven years ago John Claflin took his father's desk and became heir to a great name, a great business and a system showing signs of becoming antiquated, he was face to face with a situation business men of to-day do not generally appreciate, for the old feeling has altogether passed away. In 1885 the great merchant had a dignity of his own. In a hundred years commerce had developed astonishingly. Retail trade was looked down upon. The "shop" where goods were sold over the counter was not worthy of a great man. The big business chief must be a merchant of high degree, a manufacturer, a banker.

It is true that even then such men as John Wanamaker, founders of fortunes made in retail trade, were rapidly coming to the front. Such propositions did not



FOLLOW five year advertisers. There is one in almost every line of business. Five year advertisers that have used four or five publications have good grounds for comparison.

They know from experience. You might profit by their experience.

We can send you a list of these advertisers and the publications they have used.

Munsey's Magazine has been a factor in all the national advertising success of twenty years.

**The Frank A. Munsey
Company**

175 Fifth Ave., New York

appeal, however, to the substantial man. The "counter" did not seem appropriate for him. Let the conduct of that go to some one of lesser clay. John Claflin's great name in future years will be that he, before almost anyone else, discovered the commercial possibilities in his line of the retail customer as a great money maker for the big merchant or factory owner.

The Claflin policies have been in the establishment of the "outlet."

The theory of this is simple. A single dime or dollar spent by the housewife is insignificant in itself. Multiplied by hundreds of thousands it amounts to something. Why should the profit be split up and parts of it go into half a dozen different hands? Why not, by skilled organization, get all this profit for oneself?

The Claflin idea and policy was just this simple thing, almost revolutionary. What is interesting is that it should have come from a mind like John Claflin's. For Claflin stood as the type of the high quality, unapproachable merchant, aristocrat of aristocrats, not a man who had climbed up the ladder of hard knocks. He was only twenty-three years old when he became a member of the old Claflin firm, having been then but three years in the business.

The dry goods world does not know John Claflin well. He was first the son of a rich father, inheritor of vast properties. Then he suddenly became, why and how no one ever knew, the expounder of a new great, very modern, perfectly logical dispensation. Through it all, and to-day, he is the same self-possessed figure with little to say, but with much in his mind.

HOW THE POLICIES WERE WORKED OUT

There first came the H. B. Claflin Company. in 1890, five years after the elder Claflin had died and the younger Claflin had assumed the reins. It was but the first of a series of brilliant moves that grew into the control

of a control, a pyramid upon a pyramid. There followed the Associated Merchants' Company controlling Claflins and others, and then, in May, 1909, just nineteen years after John Claflin had made his initial move, the United Dry Goods Companies on top of all, a combining of interests that includes products unlimited and every step of their handling, from the mills down to the sales girls at hundreds of counters in nearly every corner of the country.

The "Claflin stores," as they are called, do not necessarily buy only Claflin goods. Like all other enterprises they reach far into the market and pick and choose from every source, wherever dollars of profit are to be made. Nor does Claflin sell only to his great chain of retail houses. His salesmen are here, there and everywhere. As wholesalers the old concern is as vast as ever. Its prosperity has not a single whit declined; it has only increased through the years. But here is the milk in the cocoanut. It is no longer dependent upon the chances of trade. It has customers to its hand in the shape of itself. Other great concerns have "outlets" as well—they are practically a necessity in modern business—but no one else on this vast, complicated, perfectly adjusted scale, so carefully built up that it provides against practically every contingency of trade.

Look at the structure of this Claflin "selling power," thought out over twenty-two years by this man who has only just turned sixty! How did he make it? There is no dramatic story attached to it, unless you can call the pictures of a precise man of wealth in a private office analyzing trade conditions dramatic. John Claflin's own explanation is that he saw the middleman abolished, that a new and steady market must be discovered, that its solution was the welding together of wholesale and retail trade that, fortunately, he had the foundation for such a power in his own big wholesale concern.

The United Dry Goods Companies is the master stroke of the

A Demonstrated Result Producer

General advertisers who know and appreciate the importance of circulation in point of concentration and known quantity, will readily appreciate the Pawtucket (R. I.) Times as a medium that "makes good," and produces results for money invested in advertising articles of real merit.

Pawtucket and Central Falls, with a combined population of 75,000, are ideal New England cities from an advertising viewpoint. The Evening Times serves these cities almost exclusively, as it is the only daily paper published in Pawtucket. Pawtucket is the second city of Rhode Island; Providence is first.

Forty-five per cent. of The Evening Times' advertising is done by Providence merchants. Results are responsible for the confidence of these merchants in the distribution of their advertising in Rhode Island. They realize they must use The Evening Times, and they absolutely know the value of this field.

Write any merchant in Pawtucket, Central Falls, or, for that matter, in Providence—his reply will substantiate these statements. All The Evening Times hopes for is consideration when an advertiser enters New England, and especially Rhode Island.

The substantial and profitable returns this paper brings to all classes of advertisers proves the fact of the great buying power of its readers.

To place publicity for profit in a profitable field—remember in Rhode Island it's the Pawtucket Times for results.

Circulation 20,000 Net Paid

(July Audit by Association of American Advertisers)

The Evening Times

Pawtucket, Rhode Island

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes.*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.

VOL. XXIV

NO. 12

OCTOBER
1912



Published
AUGUSTA, MAINE

OCTOBER COMFORT

our Special Harvest Number, will not only reach, but will get, the farmers just as their purses and bank accounts are bulging with the profits from

*The Best and
Biggest Crops
Ever Harvested*

General business, looking to the farms for the key to prosperity, regardless of presidential campaigns, is on the upward trend, and all authorities agree in predicting a big fall trade as the inevitable consequence of the farmers' phenomenal prosperity.

**COMFORT is
The Key to the
Farmers' Trade**

Make a straight cut for the farmers' trade, the source of national prosperity, by advertising in October Harvest COMFORT.

October forms close September 16.
Apply through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1106 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1935 Marquette Bldg.
FRANK H. THOMAS, Representative

Clafin policies. It is an enormous merchandising power, the perfection of adjustment, and may best be compared to a machine that performs half a dozen processes at one time. In its construction and practical disposition of the maximum number of goods at a profit and the minimum of expense it is similar to the Rockefeller marketing devices for oil and its numerous by-products. It controls first of all the Associated Merchants' Company, which by itself is the biggest thing in wholesale dry goods. This Associated Merchants' Company owns \$4,500,100 of \$9,000,000 of the stock of the H. B. Clafin Company, the business of James McCreery & Co., of New York; the business of Stewart & Co., of Baltimore (formerly Posner Bros.); \$200,000 of the \$250,000 common stock of C. G. Gunther's Sons, of New York; the business of the J. N. Adam & Co., store, of Buffalo, and \$2,400,000 of \$3,000,000 debenture bonds, \$2,000,000 of \$3,000,000 income bonds and 8,000 of 10,000 shares of stock of the O'Neil-Adams Company, of New York.

In addition the United Dry Goods Companies also control the big stores of Hahne & Co., Newark; the N. J. Powers Mercantile Company, of Minneapolis; the William Hengerer Company, of Buffalo; the Stewart Dry Goods Company, of Louisville, and Lord & Taylor, of New York, the latter acquired in June, 1910. It has been successful enough to pay one and three-quarter per cent quarterly on its preferred stock and two per cent quarterly on its common.

CAMP'S AGENCY DEFUNCT

WILKES BARRE, PA., Aug. 16, 1912.
Editor of PRINTERS' INK:

It might save the publishers of the country a lot of money in postage if they knew that the Camp's Advertising Agency, of Wilkes Barre, Pa., is no longer in existence. Two of the Camp brothers are dead and with them went the business. While I was interested in the agency with them at one time, I am no longer, and feel that the publishers should cut it off their lists and save the postage.

L. F. CAMP.

NO SILK SELLING REVOLUTION AFTER ALL

LARGE NEW YORK MANUFACTURERS GIVE UP THEIR "BIGGEST RETAIL STORE IN THE WORLD," AND WITH IT THE ATTEMPT TO SECURE CHAIN OF RETAIL SELLING AGENCIES THROUGHOUT COUNTRY

The bold attempt of one of the largest silk manufacturing houses in America, Rogers Thompson Givernaud, of New York, makers and advertisers of "R. & T. Silks," to revolutionize distributive methods in the silk industry by opening a retail store in New York City and making that the first of an intended organization of exclusive retail agencies throughout the country, has gone the way of many other revolutionary attempts. The manufacturers have abandoned the project and will in the future sell their silks at wholesale only. The change is attributed by the trade to the opposition of the retail dealers. Manufacturers in other lines who are contemplating chain stores have been watching the experiment with peculiar interest.

The following typewritten statement was handed to a PRINTERS' INK representative by M. D. Rogers, of the firm who at the same time declined to answer any questions or add any further word of explanation.

Previous to our opening the retail department we for years as manufacturers conducted consistently an advertising campaign in magazines and newspapers, referring inquiries to dealers everywhere. But something new and original was desired that would create a widespread and especially metropolitan sensation and bring maker and wearer into really close acquaintance at once.

Thus was born the resolve to open a retail silk department of our own for the most gigantic silk display and demonstration ever attempted anywhere.

A liberal appropriation was set aside, chargeable to advertising expense, and last January the new department opened its doors to a throng that numbered 6,000 visitors the very first day.

You know the rest. Immediately this department, way over here on Fourth avenue, clear out of the retail shoppers' path, became the silk center of New York. . . . A conservative estimate places the number of silk shoppers that have become converts to the R. & T. idea at 50,000—all within the last six months.

Best of all, the net cost of this campaign, which brought cash customers instead of inquiry letters, is far below that of the cost of the usual general publicity campaign as commonly conducted. Now as this method of distribution and publicity has served its purpose, . . . R. & T. silks will in the future be procurable at the leading dry goods stores throughout the United States.

This view of the nature of the experiment differs somewhat from the views Mr. Rogers expressed in *PRINTERS' INK* last January, and presented in an authorized story.

At that time *PRINTERS' INK* said:

This opening of the New York store was also the first step towards a country-wide organization of exclusive retail connections in place of the present unrestricted distribution. This reorganization will result in securing the display of large lines of representative silks in each community instead of the inadequate and unsatisfactory stocks now carried by retailers and will provide the conditions suitable for growth and permanency.

The part played by the New York store, which is claimed to be the greatest silk store in the world, is thus more important than to provide a retail outlet, even in the most important retail market in the country. Its most vital function is to establish greater prestige for the "R. & T. Silks" than has hitherto been possible through the old methods of distribution by getting into close contact with the metropolitan consumer—who makes or mars fashions—and thus influences and stimulates business.

The unsatisfactory conditions in the silk business were reason enough for making the experiment. The members of the firm did not act hastily. The idea was discussed among themselves for years, but it was not thought possible to do anything until the firm, by acquiring new mills last year, was able to cover every department of the broad silk field. Even then everything was kept very quiet and nothing leaked out in the trade until a week or so before the big newspaper ads broke the news to the public. The firm had moved uptown to a location on Fourth avenue, and had every expectation of carrying the day.

It was freely predicted by other silk manufacturers that the innovators of the new scheme of distribution would have the fight of their lives with the retail trade, but there was a general disagree-

ment as to whether the concern would win out. The abandonment of the plan is the first authoritative announcement of what has happened.

A. A. C. A.'S EFFICIENCY, AS LEWIS FINDS IT

An independent investigation of the activities of the advertising clubs made by E. St. Elmo Lewis during the months of November and December, 1911, discloses what has since been officially admitted to be a rather low degree of efficiency in respect to practical work. Mr. Lewis undertook the investigation in order to enable himself intelligently to make the recommendations requested of him after his election to the educational committee of the Associated Advertising Clubs of America, and he has now issued a very lengthy but informative report on the conditions he found. We quote from his own summary:

That it will be necessary:

First. To arrange a programme of many subjects that will permit different clubs to select from this stock those subjects which will fit local and peculiar conditions.

Second. To reduce the necessity for trained leaders in the local club educational work through a number of syllabi that will treat different subjects in such a way as to make their discussion easy to the average layman member of the clubs. In other words, it will be necessary for us to place before the members through pamphlets and syllabi the practical experiences on particular subjects, and arrange these syllabi in such fashion as to bring out the personal experiences of the individual members of the club.

Third. It will be necessary to issue an instruction pamphlet, showing the local committee how to arrange a course to be used in connection with the club meetings, and how to select a course that will be helpful under varying conditions.

A certain standard of membership in clubs, necessary for the club to be a member in the Associated, should be at once established for the protection of all. As it is self-evident that the manner in which the clubs are being run at the present time in many cases is alienating the very class of people whom it is most desired to reach—the buyers of advertising and the best class of sellers. That this is unintentional is self-evident, but it is nevertheless true.

The attitude towards fake and fraudulent advertising, special editions and programme advertising, needs to be organized.

It should be recalled that the educational committee of the A. C. A. did, at the Dallas convention, fundamentally change and broaden their plans and provide for a greater measure of practicalness.

IS IT POSSIBLE?

Can cemeteries and caskets be advertised? Courageous attempts to do so do not seem to have met with much success. A casket campaign begun two years ago ceased very quickly—and this despite an extremely delicate handling.

The directors of Fairlawn Cemetery, of Westchester County, N. Y., are now trying to make use of advertising through form letters, sent to "selected lists," mailed from the New York office. A reader of *PRINTERS' INK*, who was one of the "selected," encloses the following form letter:

FAIRLAWN CEMETERY
Westchester Co., N. Y.
New York, Aug. 13, 1912.

DEAR SIR:

Pardon us for intruding upon your valuable time, but has it ever occurred to you that some day you will need a final resting place for yourself and family?

If you have not already supplied yourself, we would call your attention to "Fairlawn Cemetery," situated on the Harlem Division of the N. Y. C. R. R. within easy access of New York City.

We have some of the finest plots you can obtain in any cemetery to be purchased at moderate prices and on terms to suit. If interested we would be pleased to show you the grounds at any time convenient to you free of expense.

Upon receipt of the enclosed postal card, a booklet will be mailed to you containing full information of the cemetery.

We trust you will avail yourself of this opportunity to visit our cemetery before making a selection elsewhere.

FAIRLAWN CEMETERY.

HOWELL WITH PACIFIC BORAX

J. Howell has been appointed advertising manager of the Pacific Coast Borax Company, New York. He has been with James Pyle (Pearline) as sales manager.

W. P. Rose has been appointed advertising manager of the *Evening Herald*, of Erie, Pa. He formerly was with *Suburban Life* and Lord & Thomas.

WHY DRUG STORES LIKE NEW LINES

FORCED TO LOOK ELSEWHERE THAN TO PRESCRIPTIONS FOR PROFIT, THE DRUG STORE IS HANDLING A WONDERFULLY VARIED ASSORTMENT OF MERCHANDISE—MORE CHANGE IN NATURE OF DRUG-STORE LINES THAN OF ANY OTHER CLASS OF RETAIL OUTLETS—JOBBER HIS INDISPENSABLE AGENT—A CHANGED CONDITION WHICH MANUFACTURERS MAY PROFITABLY TAKE ADVANTAGE OF

By Laurence Griswold

[EDITORIAL NOTE:—Drug stores to-day are virtually department stores. They supply merchandise of a bewildering variety. They are still in the process of changing—a process that steadily calls for new and different lines. Why they are in position to give welcome to new lines from manufacturers the article herewith interestingly shows.]

Manufacturers say that no longer do business lists, classified as to "grocers," "butchers," "haberdashers" and so on, furnish a real index to who is handling the output of a factory. Canners of food products, makers of shoes, manufacturers of razors and so on are nowadays obliged to go much farther than groceries, shoe shops and hardware stores in order to locate all of the dealers who sell their goods.

As an illustration take the case of a certain manufacturer of insoles. The most apparent outlet for such goods is, of course, the retail shoe stores. The manufacturer knew this and assigned the task of looking after that trade to the jobbers. In going over the situation, though, this manufacturer began to wonder if the most apparent outlet was really the most profitable one. His product was designed for people with ailing feet. And the manufacturer set about determining just what kind of a store people with ailing feet were most likely to visit. Finally he decided that the drug store was such a place. And forthwith he proceeded to induce retail druggists to stock the insoles. There was little difficulty in getting druggists of New England and the Middle States to add

The Boston Herald

and

The Traveler-Herald



Aug. 1, 1912



May 1, 1912



Nov. 1, 1911



Nov. 1, 1910

sold at a combined all day rate, are giving advertisers more than 200,000 circulation daily in New England homes. The HERALD has been making bigger gains in advertising than any other Boston paper for a year past. In July it led all in automobile advertising, was second in financial advertising, and had the biggest month of July in its history in

point of total display advertising.

The Traveler-Herald has made a remarkable record in circulation since the amalgamation of these two evening editions on July 1st, supplying as it does the newspaper needs of that great field of average men and women who want neither an ultra-class nor an ultra-sensational paper.

The advertiser who buys space at the combined rates of the Herald and Traveler-Herald gets as large a percentage of profitable circulation as may be had anywhere in the country.

S. C. BECKWITH SPECIAL AGENCY

New York

Chicago

St. Louis

this line. As originally put out, the insoles were made of hair and designed to warm cold feet. And the manufacturer built up a good distribution on his seasonable specialty. Then he worked out a cork insole, planned to cool warm feet. In this way he acquired an all-the-year-around business. To-day the great majority of this manufacturer's product is sold by retail druggists. Sometimes the sales in a single store will run very high. During one of the first hot days of this season a New York druggist sold over 200 pairs of cork insoles following the installation of a window display in which this product dominated.

GROWTH OF DIVERSIFIED STOCKS

Other manufacturers have seen the advantages to be derived from inducing retail druggists to handle specialties. They have shown such dealers where the combined revenue to be derived from handling many lines will more than offset certain losses experienced by the drug trade during the last few years. So successful have been manufacturers in convincing retailers that it pays to handle diversified stocks that to-day the average drug store carries about 25 per cent drugs and the remainder is made up of specialties. The specialties range in size from bird seed to bath cabinets. This tendency on the part of manufacturers has gone a long way toward enabling the one-store man to keep his head above water despite losses due to fewer drug sales. The war for sanitation, pure drug legislation, patent medicine crusades, the abandonment of counter prescribing and a great falling off in the number of liquid prescriptions compounded are a few of the causes of the losses mentioned. Of course, the causes in each case were public benefits, but they cut deeply into the revenue of the old-fashioned drug store.

Thirty years ago, counter prescribing was common. If a man had a backache he would repair at once to the corner drug store. And upon hearing his complaint, the dealer would prescribe. There was good profit in this counter

prescribing and the customer took all the chances. To-day the same man may have a backache and he may go to the corner drug store, but the odds are big that he will not draw a diagnosis from the druggist. The dealer will say that a backache covers a multitude of ailments, some of which are very serious, and therefore the disturbed one better go to a physician and get fixed up right. There is no question about this being the better way. But where does the retailer come in when it comes to a profit? He simply doesn't come in.

It is the same with the trade which once resulted from a trial bottle of some remedy in which cocaine, or some equally dangerous drug, was an ingredient. "Doped" stuff sold at a big profit. To-day its sale is forbidden by law. People may continue to get the drugs, but the reputable retail druggist is not taking any chances. So the profit from this trade has gone.

People have learned to use medicine as a preventative. Sanitary laws have stiffened greatly in the last twenty years. More teeth are filled and less are pulled. Scores of ailments were traceable to bad teeth. With more attention being given to teeth, prescriptions have decreased and likewise the attendant profits. These are some of the things which have restricted the field from which the store limited to drugs can derive a revenue.

Two decades ago, more physicians confined themselves to diagnosing and prescribing. And the druggist was kept busy compounding the medicines so prescribed. To-day there is hardly a possible drug combination which cannot be purchased in tablet form. The tablets, manufactured in factories, are in a great many cases sold direct to physicians. A physician, by filling a made-over book case with tablets, can keep in his office a larger and more varied stock than was possible for the old-fashioned drug store with its herbs and liquids. There was a big profit for the retail druggist when he had a large number of liquid

MOTOR AGE
Chicago

AUTOMOBILE
New York

We take great pleasure in announcing the appointment of

FRANCIS L. WURZBURG

as general manager of the

CLASS JOURNAL CO.

H. M. Swetland, President

C. R. McMillen, Vice-President



Few national advertisers who can afford to use **The Saturday Evening Post, Collier's** and mediums of that class, which circulate most extensively in the large centres, can afford to omit **GRIT**.

GRIT takes up the message right where those mentioned leave off and carries it into fields of golden business opportunity.

250,000 copies each week in the smaller cities, towns and villages of the country.

Sold and delivered by its own agents and carriers at five cents a copy (\$2.60 a year).

Over 14,000 towns reached in this way. (No large city circulation.)

Analysis of carefully gathered statistics shows **GRIT'S** readers are largely the thrifty wage-earning element in their respective communities.

We can prove it conclusively.

Rate after Oct. 1st, 1912, 75 cents per agate line.

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

prescriptions to compound each day. But a big slice of this revenue has disappeared now because while physicians still continue to send patients to druggists the prescriptions call for drugs in tablet form. The tablets designated are in many cases "patented" and originate in the same factories as do the ones dispensed by physicians themselves. The physicians take to the tablet dispensing not for the profit involved but for the reason that it saves patients the inconvenience of calling on a druggist. Another thing, the patient who gets tablets from the physician is quite sure to return to the doctor's office when he wants something more. The tablets offer an effective method of holding trade. And it is worth while for the physician to keep a string on his practice.

With the very considerable decrease in the revenue to be derived from running a drug store in the old-fashioned way, it would be next to impossible for the ordinary corner druggist to exist today if he persisted in sticking to the old order of things. There are a few exceptions to this. For instance, a drug store located close to a hospital and surrounded by physicians can get along in good shape on the revenue derived from the filling of prescriptions and the sale of medical accessories.

INCREASE IN DRUG STORES

In twenty years many retail druggists have gone out of business but the increase has been greater than the decrease by fully 20 per cent. In New York state there are more than 10,000 retail druggists. Half of these are in New York city. Recently two corporations controlling chain stores in New York decided to consolidate. After the merger the number of stores under the one control was fifty. There are several retail druggists in New York who, after sensing the tendency to concentrate, have acquired three or four additional stores and run them in a chain. It was estimated by a chain store man that less than 100 drug stores in New York are operated on the

chain basis. There are probably at least 4,900 independent retail druggists in New York. It is quite apparent that the one-store man has flourished in spite of the restrictions to his former source of trade brought about by such things as the passing of liquid drugs, the war for sanitation, pure drug legislation and patent medicine exposures. How, then, has the one-store man been able to keep his head above water? The answer lies to a great extent in the willingness with which he has added lines. He has built up his business after recognizing the theory that the combined profits from many sales at small margins can be made to exceed the combined profits of the old days when 200 or 300 per cent could be realized by compounding.

HOW THE DRUGGIST BRANCHED OUT

When the druggist first started to branch out, cigars formed a convenient side line. In them he found a good profit and recognized an easy way to get men into the store. Stationery has been a drug store side line for years, and the sales are steady. This is one of the lines which has served in conjunction with many others to keep the one-store man in business. Beginning in the form of a new and untried device, the soda fountain has evolved into a means for distributing crackers, sandwiches, eggs and an endless variety of soft drinks.

Most of the druggist's "wants" involve small quantities and cover a very wide range. In obtaining small quantities of a great many things, the jobber is indispensable to the one-store druggist. For example, a call may be received today for "whale oil soap" and the next request of the sort will come along about Washington's Birthday. Nevertheless, to-night "whale oil soap" will be listed on the "want" sheet and the jobber will be asked to supply it for to-morrow. A good many of the "wants" are in the same class as the "whale oil soap." It would be impossible for the retail druggist to buy each of these in quantities large enough to suit manufacturers. But the

No Argument Necessary

With the 62,000 luxury-loving readers of The Theatre Magazine.

Quality, not price, is the convincing factor.

And only articles of quality allowed in

THE THEATRE MAGAZINE

New York

Chicago

Boston



A HOBBY which gives joy without headache, peace without stupor, and friends who are not rivals, is worth cultivating. Its basis is human sympathy, and its excuse for being, books.

People who have a love for books, also possess a love for most of the other good things of life. Two booklovers, Mr. George Dudley Seymour and Mr. Everett E. Lord, possess posters, china and brocade, beautiful handiwork of wonderful people. Mr. Lord has a collection of prints which cost him ten thousand dollars, gathered in a space of twenty years.

The particular reason for telling you about these two men is simply to illustrate the fact that they have the desire and the means to purchase all the beautiful things which a love of books has created a desire for.

To sell something extra choice, we would appeal to people who are interested in the refinements of life, and no better list of such people can be found for this purpose than the readers of "The Bookman Magazine."

"The Bookman" Subscription-List is a census of the Celestial City of Fine Minds.

Like attracts like and "The Bookman Magazine" readers are folks who live on "The Bookman" plane of high thinking, of clean living. To reach them you must advertise in "The Bookman Magazine." These people stand for beauty, cleanliness, truth, good cheer, and if your products possess these things, you can do your business no better service than to get in touch with Ralph E. DeWitt, Business Manager, "The Bookman Magazine."

DODD, MEAD & CO.

Publishers

443 Fourth Ave., New York City

jobber gladly supplies goods in one-twelfth, one-sixth or one-fourth dozen lots. And in this way is the one-store druggist enabled to keep his stock balanced and the dead stuff weeded out.

The other day a retired banker stepped into a Brooklyn drug store and said: "I want another one of these," holding up a patented device for watering flowers. The druggist climbed upon a ledge of drawers and brought down the desired article. A few years ago one would go instinctively to a hardware store for a flower sprinkler. Now it is customary to try the drug store for almost anything. Consumers have learned to know the druggist as a man to fill almost every want.

MANY SALES AND SMALL PROFITS

This knowledge has not been planted in the minds of the public by chance. It has taken hard work on the part of many sales forces. The logic of events has persuaded druggists that their success lies in their willingness to adopt new lines, some of which in the beginning seemed very remote from drugs. The doctrine of many sales, each involving small profits, had to be spread abroad. It required wide advertising, window displays, novel and brighter goods, catchier packages. Once the small dealers became convinced that manufacturers were pointing out the correct course, line after line was added.

Take a suburban drug store as an example. In one recently visited a truckman deposited fifty bottles of seltzer within five minutes after the visitor arrived. The owner of the business was out at the time. Later this proprietor drove up in his motor car and agreed to point out the diversity of his wares for the enlightenment of the visitor.

"Whoever heard of shoes being sold in a drug store twenty years ago?" the owner commented. "Yet shoes are a natural offshoot of rubber goods. First came the adaptation of rubber gloves for dishwashing, then a rubber cap was stocked for the benefit of those who didn't care to get their

hair wet every time they took a shower. Some woman wore one of the rubber hats down at the beach and before you know it we couldn't supply the demand for rubber hats. A manufacturer of bathing shoes noticed the popularity of rubber hats. He probably figured that women might be induced to buy beach shoes while getting fixed up with a rubber hat. So the druggists were asked to add the line. They sell well and there is a good profit in them."

By a similar process, "water wings," a bladder-like device for keeping a would-be swimmer's head afloat, were added to this particular store's stock. A manufacturer secured a patent on a "hat protector." This is a rubber-like covering which can be slipped over an expensive hat and will shield the headgear perfectly from rain.

"That sells for ten cents," said the suburban druggist. "It may save a woman five or twenty dollars, and it is a good seller."

Other products carried by this store, and on each of which there were reasonably big profits included olive oil, bird seed, china cement, bath cabinets, razor strops, coffee and tea.

In a Broadway drug store some of the articles sold to-day would astonish the druggist of twenty years ago. One druggist near Thirty-third street carries, among other merchandise, watches, thermometers, whisk brooms, artificial flowers and a patented machine for washing dishes.

During the course of an investigation along this line, several retail druggists were asked to express their opinion as to where this expansion was to end. "Adding new lines is the life of the business to-day," said one of these retailers. "It is the little specialties which sell quickly that keep things going for us. New things come out all the time. We are becoming more like specialty stores every day and I think the tendency to add lines will continue."

J. Charles Green, of the J. Charles Green Company, San Francisco, operating in the outdoor advertising field, has been appointed a member of the finance committee of the A. A. C. of A.



Business is battle. Will you chose your battlefield where your early occupation of it gives you the advantages of choice, etc., or will you hurl yourself in frenzy on the intrenched position of your competitors?

When an opportunity to capture the making of a magnificent market for your goods is yours for the taking, do you take it?

The UTICA

SATURDAY GLOBE

goes each week into over 140,000 homes of solid, substantial folks, largely in interior New York, New England and adjacent states.

The solid, substantial nature of the publication, its helpful, confidence-inspiring record of nearly a third of a century, makes it a resultful business messenger for those who have worthy goods to exploit. It surely opens up the splendid market referred to above.

Please ask us to tell you more about it. That's what we are here for.

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.



An Indian who had been told by a white man that feathers were good to sleep upon, secured a feather and slept upon it.

"White man heap big liar," was his comment.

Don't think that a one-time ad in *Farm and Fireside*, or in any other publication, will prove a good advertising investment. You must believe in advance that *Farm and Fireside* is a good advertising medium, and then you must advertise in it until you get results. Nothing but persistent advertising pays, and even then it must be persistent in the right place—

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

INTENSIFICATION VERSUS EXPANSION

MANY MANUFACTURERS, AS THEY GROW, ARE CALLED UPON TO ANSWER THIS QUESTION—HOW A NEW YORK FIRM CHOSE THE METHOD OF INTENSIFICATION AND HOW IT USED ITS WAGON DRIVERS AS SALESMEN—MEN PUT ON A COMMISSION BASIS AND NEW OUTLETS IN GREAT NUMBERS DISCOVERED—THE FUNCTION OF THE NEWSPAPER ADVERTISING

Manufacturers of certain lines of popular staples, located in large cities, must sooner or later, as they grow, definitely answer this question: "Shall I take on a larger territory, covering several states, or shall I continue to confine myself to my present narrower market, intensifying my demand, instead of expanding it territorially?"

Suppose he has not gone outside his city and its suburbs. In the greater city he has his market right under his eye. He knows by daily reports from his men in what district he can best push his energies. If he is convinced that he has not nearly realized his sales possibilities—that, in other words, he is still far from the "saturation point"—in his city he may decide that it is unnecessary to put a heavier tax on his resources and his organization by taking on considerable outside territory.

The experience of G. B. Seely's Sons of New York, manufacturers of soda-water and other soft drinks, is a suggestive example of what one may do to intensify his demand, if he thinks it inadvisable to attack the larger outside market. This company has steadily developed its demand over a period of forty years in ways peculiar to itself, certainly in ways not possible of application to the development of a national market. Incidentally, this story may well be marked Exhibit A by those progressives who are pointing out that there are great resources of help in the personnel of the manufacturer's organization.

G. B. Seely's Sons found the

answer to their distribution problem by putting the solution squarely up to the delivery men. Years ago, this company learned that by giving its drivers liberal commissions on goods sold the men would soon become salesmen. It also discovered that by the same process it could encourage the men to lift themselves from the rank of salesmen into that of real salesmen. The plan has been in effect now for many years. To-day the sodawater factory is selling an annual output of close to 4,000,000 bottles.

It is more than thirty years since the first driver for the firm was turned into a salesman. Many of the original drivers were still in the employ of the concern up until five years ago. But recently a number of these pioneers have retired. One or two are living on farms bought with their savings from commissions. Others have gone to live in country villages. As a group, these men have been successful and it is to them that the Seely company gives credit for obtaining the company's thorough distribution in New York.

During the years that the Seely plan has been in effect, slight improvements have been made to the original selling plan of the Seely business, but in the main the system is the same as it has been for many years. Its chief feature involves the placing of the selling end of the business strictly in the hands of the drivers and seeing to it that they act as commission men in every sense of the word. The company confines its activities to making the goods and leaves the rest to its twenty-six driver-salesmen. Roughly, the selling territory served by the concern is within a twelve-mile radius of 15th street. Warehouses are maintained in Brooklyn, Manhattan, the Bronx, Hoboken and Staten Island. Each morning the drivers proceed to their respective warehouses to put through a deal involving the amount of goods they expect to sell during the day. On this consignment they are granted twelve hours' credit by the manufacturers. At night the drivers return to the

A WELL-MADE automobile is one in which there is not only a careful assembling of the parts, but also a perfect adjustment to road and other conditions. A perfect magazine is one in which there is not only careful assembling of the parts, but also perfect adjustment to the mind, wants and life of its readers.

The American Magazine is more concerned in being the favorite magazine of the man who reads it than it is in being a casual magazine to many others.

The advertiser who talks to the circulation of The American Magazine gets the full attention of a reader who finds the American the most interesting thing that he reads.



ADVERTISING DIRECTOR

warehouses, receive credit for all left over stock and must produce the cash to make up the deficit. This cash feature of the business has gone a long way toward keeping the drivers interested in their work. There is no temptation for them to extend credit to customers because it never occurs to the drivers to get credit of any length for themselves. The profit on the goods to the manufacturer is about a cent a bottle. This makes the selling price higher than the goods of competitors. And on top of that must come the retailer's profit. Other soft drink makers tried to run such a business on a credit basis and failed simply because the margins were so small that the goods would not stand the strain of delayed payments.

HOW THE DRIVERS ACT AS SALESMEN

Each driver receives a fair salary independent of his commission. The company looks on each driver as a salesman selling from a wagon instead of from a warehouse. For selling the goods, the driver is entitled to a profit, and the Seely company allows him a liberal commission. If this total reaches \$10,000 before the end of the year, the driver is allowed five per cent. extra in commissions on all business over the \$10,000 mark. When a \$15,000 total is passed another five per cent. increase is allowed and it is the same when a driver sells \$20,000 worth of goods.

Some time ago these drivers found a trade opening which has since proved very profitable to the soft drink manufacturers. At this time most of the market for pop, sodawater and ginger beer was created by stands at the beaches, saloons, eating places and the like. While these consumers were big, yet the widest market of all, the home, was being overlooked by the sodawater people. The drivers learned this by getting out into the field and coming in contact with the small merchants who served the families of New York.

Some of the drivers worked out little sales arguments bearing on the purity of the goods and the healthfulness of the product. One

of the talking points which sold the wares hinged on the amount of sugar contained in the Seely goods as compared with those of competitors. When women and children once learned that the Seely brand did have a surplus of sugar, it was comparatively easy for the merchant to sell the brand at a higher price, because a hydrometer stuck into the beverage would show that the merchants' argument was sound. And the drivers worked with grocers, confectionery, delicatessen owners and fruit stand proprietors until these classes of dealers all over New York were handling the goods. With the opening of the new outlets the Seely products jumped in sales and the increase was permanent. It was simply a case of finding new outlets.

SHORT SEASON A PROBLEM

There is one phase of its distribution problem which the Seely company has not yet worked out satisfactorily. That is the question of how to make its delivery system elastic. In summer when the hot spells strike, a demand is created for soft drinks which the Seely people say in their case would easily keep a delivery system of 100 wagons busy from morning until night. But the concern could hardly afford to keep 100 wagons in commission when the chances are that at the end of the week the heat would be over and the demand could be supplied by twenty-six wagons. As far as producing sufficient soft drinks is concerned, the company says it has ample capacity for this right now. All that is hindering is the inelasticity of the delivery system.

Recently, some progress was made in this respect by enlisting the services of motor trucks. But it was hard to get trucks of sufficient size in view of the fact that they would only be used for a week or so during an entire year. Doubtless the concern's problem in this respect will be solved some day, and by trucks, but just now all attempts to create an elastic system have failed.

Two years ago the Seely com-

Mr. McChesney

The Advertising Manager of the National Phonograph Co., and President of the Association of the National Advertising Managers, in a recent article appearing in *Printers' Ink* regretting that so much of the circulation of the *Current Periodicals* was forced, said:

"Twenty-four years ago ninety-five per cent of the patrons of a paper or magazine were such because, of their own volition, they wanted to be. They sought the publication. They did not have it literally crammed down their throats as is so largely the practice to-day. Twenty-four years ago, if an advertiser could ascertain the exact circulation of a publication, he knew that it represented that number of interested readers—the circulation was ninety-five per cent "pure." To-day he can learn more accurately about the quantity of circulation, but he knows little about its percentage of purity. He knows that from twenty-five per cent to seventy-five per cent of it has been gained by a forcing process that gets quantity, but of its quality he knows little. He does know that the percentage of interested readers decreases as the quantity increases. The forced circulation of to-day is really a reversal to the doubtful ethics of twenty-four years ago. Present-day circulations stand in the same position as did much of the advertising of 1888. "Let the buyer beware" applies just as much to the artificial circulation of to-day as it did to a great part of the advertising of twenty-four years ago. The science of getting people to take publications they don't want, don't need and don't read has developed a condition that may be likened to the sunflower in the rankness of its growth and the fragrance of its flower."

Neither Mr. McChesney nor the many Advertising Managers who undoubtedly agree with him could take exception to the circulation methods of the *Technical World*. It is a clean, natural circulation. People buy and subscribe for it because they like it, because they want it, and for no other reason. There are 155,000 such readers, mostly men. It will pay you to carefully consider it.

The rate is \$160.00 per page flat

Technical World Magazine

New York Office
Flatiron Building

Chicago, Ill.

Making Up Your List?

For best results begin with Maine and run through the local cities till you have covered

New England

This is the very best territory for an old advertiser or a new one. Close, compact, with good

Local Dailies

that have the grip on their readers. They have been making good since modern advertising was in its infancy. Will make good for you whether your article is Food Stuff, Patent Medicine, Safety Razors or anything worth while. Make your trial here and you will get your reward in this life. They are "quick-workers and rapid-producers!" so Frailey of "Campbell's Soups" says!

Ten Best Sellers!

<i>Salem, Mass., News</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford ^{Standard} and Mercury</i>	<i>Meriden, Ct., Record</i>
<i>Lynn, Mass., Item</i>	<i>Waterbury, Ct., Republican</i>
<i>Portland, Me., Express</i>	<i>Worcester, Mass., Gazette</i>
<i>Burlington, Vt., Free Press</i>	<i>Springfield, Mass., Union</i>

pany started to advertise. The concern had been built up over a period of forty years and the lines followed in the upbuilding were of necessity old-fashioned. When the company was getting into its stride, advertising was not the potent power it is to-day. In 1910, however, the company saw how advertising would fit into its business, so a start was made. Single column space was used in the New York newspapers. The idea of the advertisements was simply to remind readers that Seely's was the sort of sodawater and other soft drinks which should be used. Where the goods could be obtained was pounded home in the copy. Keeping the name of the product in print has helped the drivers in introducing the goods to new dealers.

ADVERTISING AFFILIATION AT ROCHESTER

Preparations are being made in Rochester for the convention of the Advertising Affiliation, which is to be held on Saturday, October 12, and which is expected to attract more than a thousand visitors.

The ad clubs of Toronto, Ont., and Syracuse, N. Y., will be present. The presence of the mayors of the four cities in the Affiliation is also assured.

The morning session will be devoted entirely to a discussion of "Fraudulent Advertising; what can the Affiliation do to suppress it, in its own cities?" This discussion will be opened by Alfred W. McCann, of the Francis Leggett Company, of New York; John E. Kennedy, of the Baltimore Bargain House, and Walter B. Cherry, of the Merrill-Soule Company, Syracuse.

President William H. Campbell has assurance that the following will positively be present and talk:

Hon. Louis Brandeis, of Boston, on "Big Business"; Talcott Williams, dean of the Pulitzer School of Journalism, on "Journalism of the Present and Future"; Joseph H. Appel, of the Wanamaker Stores, on "The Man Between"; Edwin S. Browne, efficiency expert of the Curtis Publishing Company, on "Practicalities in Business Management"; Alvin Hunsicker, vice-president and general manager of the Standard Oil Cloth Company of America, on "Salesmanship"; H. A. Brown, advertising manager of the Victor Talking Machine Company, on "From Manufacturer—Through Jobber and Dealer—to the Consumer"; Frank Jewell Raymond, the orator-salesman, on "The Ties of Advertising"; R. E. Watrous, Advertising manager of the Warner Instrument Company, on "How Fast Are We Going?"; Frank Presbrey, president of the Frank Presbrey Agency, on "The Advertising Agent."

The Big, Bright Spot in Maine is

PORTLAND

This is the biggest, richest and most progressive city in Maine. It is the center of the greatest trading population in the State.

The Portland Evening Express

is the great Evening Newspaper of this city and surrounding towns. Nearly every Portland family that reads has the EXPRESS delivered at the home.

JULIUS MATHEWS, Representative.

The First Four Months

of 1912 The Chicago Record-Herald carried 8,425 columns of advertising. This is a

Gain of 168 Columns

over the amount of advertising carried during the corresponding four months of 1911.

The gain of The Chicago Record-Herald during

The Past Fourteen Months

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

WHAT IS GOOD PACKAGE TREATMENT IN COPY?

(Continued from page 12)

No, it never is possible to do just exactly that because the matter depends as much upon the application as upon the principle.

We could say, for example, that the bare appearance of the package in the ad is less attractive and forceful than the combination of package in hand or package pointed out by an arrow or ringed to call attention to it. As a rule, no one would dispute this. But if the package in the hand or the arrow device has become so old that nobody any longer pays any attention to it, then it unquestionably would be inferior in attention-value to the mere appearance of the package if the latter were itself of a striking design or were presented in some unusual posi-

the one which has no action, and this is proved in the instance just remarked, because the tipping of



The Children Need a Good Digestible Sweet In Their Regular Daily Diet

IMAGINATIVE BUT HIGHLY PRACTICAL HANDLING

the package is in itself suggestive of action.

A third use of the package, theoretically more important than either of the other two, would be the employment of the package to explain a picture which when fortified in this way is more or less strong but which would otherwise be comparatively meaningless to a sweeping glance. This is the case with an advertisement of "Philip Morris Cigarettes." The suggestive feature of a smoker's head and his hand holding a cigarette has a beach as its background. The general suggestion is given definiteness and point by being linked up with the "Little Brown Box" which appears in another corner.

Above this in merit—again as a matter of theory—would be the employment of the package directly to suggest the use or quality of the goods. Its least valuable employment in this fourth class would be in a still-life picture, one without action. This point is illustrated by a recent advertisement of "Liquid Veneer," where the bottle is shown standing on the piano-seat and the high lights on the piano, seat and other pieces of furniture suggest a high state of polish. The window curtain is supposed to be streaming

Will You
Accept
This Gift by Mail?

When you receive it, you'll think it a box of choicest candy, but it's something you'll like better—fourteen varieties of biscuit bonbons.

Sunshine

Specialties

They are different and better than any biscuits or (candy) you ever tasted. Made as carefully as bonbons, they have distinctive flavors that can't be imitated. Unqualified purity in the name is the Sunshine Bakery's First Food Law, however strict, will always receive cordial welcome here.

Send Us Your Name and address and the name of your grocer, enclosing two cents in stamps or coin to pay the postage and you will receive this specialty gratis, shipped and delivered free by express mail. If you prefer, send us your order on a postal and receive the Sunshine Treats—enclosing five cents. Best prospect if you mention your grocer's name and address.

Know Where Biscuit Company 454 Broadway Street, Boston, Mass.
Branch at Portland, Maine

SUCCESSFUL COMBINATION OF PACKAGE,
ACTION, OFFER AND SUGGESTION
TO WRITE

tion, as slightly tipped in a newspaper column, as the "Crystal Domino Granulated Sugar" package is.

But we can say, as a matter of theory, that the appearance with some action in it is superior to

out in the room, but the illusion of action is not very marked.

Still higher up in the scale would be the "live" illustration of use with package in view. There are countless illustrations of this type. The Old Dutch Cleanser series will suffice, both those ads which show the use and package together and the exceedingly clever ones which show both together *within a shaded outline* of the Old Dutch Cleanser trademark, which, by the way, is actually a graduate from the package—a striking instance of the importance of making the most of your package.

And now, at the very top comes the pastmaster or very mahatma of subordinate uses for the package in the ad. And curiously enough, it finds itself in closest proximity to the highest of the feature uses of the package. This is, of course, the appearance of the package in a "human interest" setting, whether incident or story, with a logical and necessary relation to the story. The package is not featured, or at least is not played up on a heroic scale. The story is built around it, but would be a story just as much if another package were substituted; it is not so apparent an *advertising* device. Whether this adds to or abstracts from its value is a rather nice point, which need not be discussed here. The Peters chocolate ad reproduced on page 12 is almost an ideal example of this type, perhaps all the stronger that it is realistic. The child pouring "Williams' Talcum Powder" over its chubby feet is another splendid example. The picture of the child pulling the cloth off the table to get at a package of "Kellogg's Toasted Corn Flakes" is a little forced, and unpleasantly suggestive of crashing china, but it makes a point. The picture of the "Beechnut Peanut Butter" children and the "Karo" children cooking or making candy are very good indeed.

The "Karo" children ladling the syrup out of a gigantic can, like the "Campbell Kids," the "Franco-American Soup" boy in action and others that will occur to any one,

Worcester Massachusetts is Growing

The one paper that has grown faster than the city in the last five years is the

Worcester Evening Gazette

A growing paper in a live, progressive city shows the way to advertisers. The GAZETTE has increased its circulation three-fold and is still growing. The largest circulation of any evening paper in Massachusetts published outside of Boston, and the largest circulation within the city limits of Worcester.

JULIUS MATHEWS, Representative.

12 Years' Experience

of the right kind, fits me to become your

Sales and Advertising Manager

selling space for the Dry Goods Economist and allied papers brought me in constant touch with the manufacturer and his trade problems. with the Ladies' Home Journal and Saturday Evening Post gave me an experience that could be gained nowhere else. Before selling space in those publications, an exhaustive study is made of the product to be advertised; the trade and the consumer conditions.

5 Years

5 Years

Five years of such study placed me in a position to enter a manufacturing concern as General Manager and a large stockholder.

2 Years

as General Manager for the concern enabled me to increase the business 300%. "Stock jobbing" methods forced me out.

I am open to a proposition along big lines only, anywhere in the United States. Finest references only. Address "G. B.," Box 4, care Printers' Ink.

are imaginative conceits that fall within this blue-ribbon class. We might be inclined to say that as a subdivision of the class they rank below the reproduction of real life, but that can hardly be proved. It depends a good deal on individual taste. Sometimes a creation goes a good deal further than the reproduction, as a Raphael does beyond the best photographic study, or "Peter Pan" outlasts the flesh and blood little Jimmy Jones.

But there is little doubt that the class, at its best, is better, because more human, than all other classes. Individual examples may be surpassed in effectiveness by those embodying other principles, for the reason that some human beings are less interesting than some trees or rocks, but on the whole there is no question as to man's chiefest interest being man.

SUMMING UP

It is time to sum up. If the conclusions thus arrived at are true, then we can lay down these general rules, referring any casual critics back to the course of discussion for the exceptions. It is highly probable, therefore:

That the package should almost always appear in some way or another in the ad.

That there are "psychological moments" or conditions when the package should be played up as a matter of news.

That a time will arrive in most advertising campaigns when it will be wise to play up the package in an intelligent way, more or less steadily.

That even in a subordinate position in the ad, the package has great potency for suggestion and influence, in addition to its identifying function.

And, lastly, that the gains in copy-technique and efficiency will come very largely from the study and application of the foregoing considerations.

And to these might be added a reflection or two of possible interest to those who have not committed themselves to a package design for their new product.

Just because the package is so important, is it not logically, strategically and economically wrong to design the package first and then accommodate the advertising to it?

Is not the right way to lay down the policy, plan the campaign and *last of all*, design the package?

That would make it the product of the ripe thought and the reflection of the spirit of the house and the house advertising. It would include every desired feature and leave out every undesired one. It would stand all the test of laboratory criticism. And it would be in a better position to stand up under the glare of publicity without growing weak, insipid, tawdry, or clumsy. It would be vigorous in itself and accumulate vigor, suggestive in itself and accumulate suggestiveness. It would be able to play the big part the package is going to be more and more called upon to play.

THE PASSING OF THE "DEMONSTRATION"

"It has been a time-honored custom since the inception of the motor car to give demonstrations to prospective buyers, so that a purchaser might know what his car would do, but that is no longer required.

"In the olden days of the horseless carriage demonstrations were imperative because no one was sure how far a car would run without a breakage of some sort. To-day the buyer knows what an automobile can accomplish, provided he is selecting a standard make, and does not ask or require a demonstration. In fact the onward march of progress has been one of elimination in general, and demonstrations have naturally been eliminated and almost unknowingly on the part of the buyer.—Geo. W. Bennett, vice-president, Willys-Overland Company.

MARKETS CHANGE

A man went to an insurance office to have his life insured the other day. "Do you cycle?" the insurance agent asked.

"No," said the man.

"Do you motor?"

"No."

"Do you then, perhaps, fly?"

"No, no," said the applicant, laughing. "I have no dangerous—"

But the agent interrupted him, curtly. "Sorry, sir," he said, "but we no longer insure pedestrians."

Recent Decisions of Interest to Advertisers

Similarity of Advertisements Tended to Unfair Competition.—A Rochester, N. Y., manufacturer adopted the name "Star Egg Carrier & Tray Company" and so used this name that it acquired a meaning in the trade. When, therefore, another concern located at Rochester adopted the name "Rochester Egg Carrier Company," and advertised in such a way that it was easy for the public to confound the two concerns the Court held that the competition was unfair. (*Elbs vs. Rochester Egg Carrier Co.*, 134 N. Y. S., 979.)

Effect of Promise as to Improvements.—The facts set forth in *Hochstein vs. Vanderveer Crossings* (134 N. Y. S., 950, 952) were that the sellers of the real estate had agreed to fill in a creek extending along one side of the tract. It turned out that the creek was navigable and that the promise, though endorsed on the back of the contracts, could not be carried out. It was held that the agreement as to the creek was collateral and independent, that the failure of the seller to carry out this agreement within the time fixed did not relieve the purchasers of the lots from taking their titles, that until the purchasers had acquired their titles they could not complain, that all that could be recovered by one refusing to complete the contract—on account of the non-performance of the collateral agreement—was the amount paid on the contract with interest and reasonable disbursement for examining title.

Ruling as to Receipt of Letter.—When proof is submitted as to the addressing, stamping and mailing of a letter, the presumption is that the letter was received by the addressee. Denial of receipt does not overcome this presumption but requires submission to the jury. (*City of Omaha vs. Yancey*, 145 N. W., 1044.)

Letter May be Construed as Part of Contract.—Where a letter and an agreement are contemporaneous, bear the same date and signature and refer to the same matter, the two documents may be construed together in order to determine the intent of the parties to the contract. (*Engineer Co. vs. Herring-Hall-Marvin Safe Co.*, 134 N. Y. S., 810.)

IS THE HOUSE-ORGAN READ?

The *Atlas Almanac* is the title of a new house-organ gotten out by the Atlas Portland Cement Company. It is edited for the company's dealers. The first edition was of 10,000 copies. The editor inserted a short notice asking recipients if they wished the *Almanac* mailed to employees and offering to do so on receipt of their names. Over 1,000 names of dealers' employees have been received.

Full Value to Every Advertiser

The New Haven (Connecticut) Register

Gives full value to every advertiser. The great volume of local display advertising shows that it gives it in the local field.

The Guaranteed Circulation and an Equitable Rate and the Selling Power of the "REGISTER" is the guarantee to the advertiser that he will get full value. The REGISTER is New Haven's greatest Newspaper.

JULIUS MATHEWS, Representative.

9,000 brand-new, paid-in-advance subscriptions to

PHYSICAL CULTURE

resulted from Bernard Macfadden's series of health lectures just completed. These 9000 subscribers were secured without trading stamps or any kind of extraneous inducement—solely from a recognized need on their part of the information and advice tending to health-conservation which each issue contains.

Physical Culture's entire circulation was built up in this manner.

New York Office: 1 Madison Avenue
O. J. Elder, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager
Boston Office: 24 Milk St.
Oliver E. Butler, Manager

Quality Circulation Brings Returns

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, August 22, 1912

Why Drag Your Competitor Into Your Advertising?

There has been so little question as to the undesirableness of attacking a business competitor in any public way and especially in advertising that it is a little surprising to see a resurrection of the practice in the breakfast food field, where there has been an unusual amount of opportunity to acquire all kinds of experience.

The National Retail Grocers several weeks ago passed a resolution disfavoring any manufacturer's selling plan which involved the giving away of any regular-size packages free. This was considered to be in the nature of a "free deal."

One of the National advertisers in this field thereupon made use of the resolution, and in a way not contemplated or applauded by the tradesmen who passed it. The *Retail Grocers' Advocate* of San Francisco says in a column or two of protest:

Now come the "Washington Crisps" people and are using this resolution in their advertising in an endeavor to injure a competing flake company, who has done everything in its power to protect not only the retailer, but the wholesalers as well, in the distribution

of their products on a square deal plan.

If this use of a resolution . . . does not act as a boomerang on the Washington Crisps people, we are badly mistaken.

Whereupon the Kellogg's Toasted Corn Flake Company reprints the editorial in its house-organ, *Kellogg's Square Dealer*, so as to insure its adequate distribution among the retailers of the country. It purposes to cash in heavily on what it regards as its rival's indiscretion.

In the early days of advertising, Wanamaker was one of the worst offenders in this way, but found it advisable several years ago to cut out all references to competitors.

The prevailing opinion in the advertising world is to the effect that it is very poor business to "knock" a competitor, publicly, at least.

In the first place, it is difficult to get the public to take the attack seriously. It is regarded as not quite "grown-up," an exhibition of heat or animus, a piece of bad manners or an inconsiderate washing of dirty linen in public.

Again, it diverts the attention of the public from the merit of the goods to the merit of the fight.

And it advertises your rival and possibly creates sympathy for him. It certainly does not help advertising in general to increase its resemblance to the sporting columns.

A possible remedy is considered by A. C. Reiley, manager of the advertising department of the Remington Typewriter Company, who writes:

Should advertising attacking competitors, that is, negative advertising, be accepted by the publishers?

If the advertiser is unwise enough to prefer that kind of copy, it hardly seems feasible for the publisher to refuse its acceptance. The only valid ground on which the publisher could base such action would be the protest of the concern attacked in the advertising, and for reasons which good advertisers thoroughly understand, such protests are seldom made. It is an incontrovertible maxim of advertising that it is impossible to mention a competitor in any way without advertising him. The advertiser who is wise enough to abstain from such methods is also wise enough to know that these methods are

the reverse of harmful when directed against him.

Of course, speaking generally from the standpoint of all advertisers, "knocker" advertising is a bad thing, just as fraudulent or immoral advertising is a bad thing. It is bad because it fails to conform to a proper standard of business dignity, and any advertising which fails either in dignity or principle is an injury to all advertising and consequently to all advertisers.

The effective remedy, however, for "knocker" advertising hardly lies with the publishers. It lies with the advertiser himself and his education to the point where he understands the difference between good advertising and the other kind.

In other words, advertise more effectively the wise words of an unknown philosopher: "If your competitor knocks you, put him on your payroll."

PRINTERS' INK says:

Many a man thinks he's running the car when he's only running the horn.

Ad Talks in Book Form

Several good books have been added to the literature of advertising in the past few years. But they confined themselves to exposition of method—to the very practical problems that make advertising "pay." If the moral element appeared at all, it seemed as if only incidentally.

But the lack has now been filled by the appearance of W. C. Freeman's "Advertising Talks" in book form. A thousand of these ran, one a day, in the New York *Evening Mail*, of which Mr. Freeman is advertising manager. A hundred of the "Talks" have been selected by George French and published in a very tasteful form. Through all these short discussions runs a constant injunction to be honest and clean, or advertising cannot permanently be made to pay. The book reflects the reformative spirit that in the past three or four years has found expression in so many ways.

We have not passed the transition period of advertising. Like the water-lily, advertising grew up out of the mud. With many men who do not look beyond some appearances and who do not know that times change, it is still in

poor repute. There are many still in the profession who put their tongues in their cheek when advertising ethics are mentioned.

Mr. Freeman is one of those who can look back on the old and look forward to the new. He has been an advertising man long enough to be dead sure that business cannot be safely built on misrepresentation.

These Talks were all aimed at the public, which includes men who advertise, men who ought to advertise and men who buy advertised goods. And so naturally their burden is the square deal. Advertising is a great force if honestly invoked and honestly done. Advertisers who wish to trip the public had better stay out. Advertising solicitors who try to out-grab the other man, instead of assisting in a just distribution of an advertiser's appropriation, are holding back bigger business. "Agencies to-day engaged in trying to beg business away from other agencies haven't got much of a future ahead of them."

This is only a clearing of the ground for more positive thought. Advertising, to pay, must be honest and it must be human. Everything else is of minor importance; it is not safe to neglect these. And when we contemplate the scores of instances Mr. Freeman notes, with names and dates cited, the most skeptical will be shaken.

PRINTERS' INK says:

An epitaph for a has-been: "He stopped running to wish."

Making Circulars Circulate

Much of the dealer-co-operation—the co-operation the advertiser gives the dealer—would be more substance than shadow if the given scheme were practically worked out so as to involve a minimum of attention from the dealer and a maximum of return to him. Many plans that are otherwise irreproachable are spoiled or half spoiled through the neglect of some small detail.

A typical instance of this sort is pointed out by one of PRINTERS' INKS' readers, J. A. Galligan of

Pickands, Brown & Co., Chicago, general sales agents for "Solvay coke." In describing printed matter to be mailed to dealer's customers Mr. Galligan says:

When having these folders printed we print in the dealer's names in the *original run* of the presses, thereby getting a neat looking job in which the dealer's name is as much a part of the original as any of the copy, and just as good in that respect as if each dealer had the circulars printed individually.

Inasmuch as it is the final distribution of printed matter that is effective, it would seem short-sighted to print up thousands of booklets, as some sellers do, and afterwards have the dealer's name stuck in crudely and in many instances no better than might be done with a rubber stamp.

In the development of the co-operative spirit with dealers it has been my experience that these little points are not overlooked. We have gone so far as to restrict the mention of our firm name to a single paragraph in the reading matter, thereby giving the circular more the appearance of being the dealer's individual work.

We know printed matter of this kind will be more carefully distributed than if an attempt were made to save a few dollars in the printing bill and the circulars sent out to the dealers blank or with their names roughly filled in.

These are examples of fine practice. The thing to do, of course, when dealers do not or cannot do a given thing in a reasonably good way, is to gently but firmly help them to do it in the right way, even when it involves a slight advance in expense. It is surely better that the job bear a few pennies or dollars more and increase the returns than that the advertiser stand pat on a wrong principle and share a failure of his scheme with the dealer.

It is a fact, however, that the general practice is improving. The progressive printers are seeing to that.

Difficulties of

Coca-Cola

It is a rather persistent series of suits which Coca-Cola Company of Atlanta is prosecuting in order to determine just what rights it has over the distribution of its own product. A large part of the sales is in the form of extract. This is used at fountains by mixing with water and serving. Herein lies a real problem, for how is the manufacturer

to make the beverage itself so distinctive that consumers can detect an imitation at once?

In a suit recently brought before Judge Holt of the United States District Court it was decided that while the Coca-Cola people had exclusive right to the peculiar script employed in displaying the name of their soft drink, still the manufacturers did not have exclusive right to the distinctive brown color which they sought to make a prominent ear-mark for purchasers seeking to identify the beverage.

Just now the Coca-Cola Company is seeking to have the court grant the concern exclusive right to the name "Coca-Cola" when used as a trade-mark or trade name. It is said in the complaint that the American Druggists Syndicate and one or two retail druggists have been selling various cola extracts at prices lower than those which the Coca-Cola people quote. In addition the plaintiff claims that while the advertising signs of the Coca-Cola Company still remain on the fronts of many drug stores the time has come when a great many cola extracts made by outsiders are being passed over the counters of stores which have the Coca-Cola signs out in front.

Since the right to use a certain color has been denied to the concern, it will be interesting to see just what means is finally employed by the Coca-Cola Company to identify its extract after its beverage has been poured into a glass.

Should the exclusive use of the word "cola" be granted by the court it can be seen how the Coca-Cola Company would at last have a very effective means for getting its extract goods intact to the consumer. Whenever a customer asked for Coca-Cola he would be sure of getting that. As it is now the chances are he will get "cola" but it will be likely as not spelled with a "k." With exclusive use of the word as a trade-mark perhaps a mere twist in spelling would not have the power to set the distribution scheme awry, as is now the case.

We offer the best value in
an electric sign in the
United States.

Price considered—we know
of no other sign of such
great proportions, reaching
such a large circulation or
so well located.

This sign is 52 ft. long by
31 ft. high and shows to
Longacre Square (Broad-
way, 7th Ave., 43rd to
47th Streets), New York
City—the heart of the
“Great White Way.”

Photographs and particulars sent on request.

The O.J.Gude Co., N.Y.

Broadway, 5th Ave. and 22nd St.

New York City

THE GROWING IMPORTANCE OF THE CROSS-ROADS MERCHANT

MANY RURAL DEALERS ARE DOING A BUSINESS OF \$25,000 OR MORE A YEAR — WHY A MANUFACTURER SHOULD PUT HIMSELF IN TOUCH WITH THEM—THEY KNOW THEIR CUSTOMERS INTIMATELY AND HIS CO-OPERATION IS A POWERFUL FACTOR IN SELLING—HOW SOME ADVERTISERS ARE SECURING A FIRM FOOTHOLD IN THIS FIELD

By Frank Farrington.

There are probably 50,000 storekeepers in the United States who come properly under the classification of cross-roads merchants. These business men are given too little attention by the average advertiser. He regards them too lightly.

The writer has just completed a trip of some fifteen hundred miles, which was made largely with a view to getting in closer touch with the country storekeepers. The distance was traveled in an automobile and many visits were held with these men who are on the outskirts of retail-dom.

Plenty of them are doing a gross annual business of upwards of \$25,000 per annum. Many are taking in \$50,000 each year. A good many do business for spot cash only and neither ask nor give credit. They are very much alive to the needs of their trade and they watch the market carefully for new goods and new offers.

They buy freely by mail and they do not wait for a trip to the city or for a commercial traveller's visit to renew stock or to put in a new line if it looks good to them.

They are subscribers to and readers of suitable trade papers and it was not surprising to hear some of them say that they valued the advertising pages of their

journals as much as they valued the reading pages.

These men do not have stores of modern appearance. Their windows are often neglected, and this is not as important as it might seem, since few pedestrians pass them. They have high loading platforms in front and the exteriors are often rough and sometimes even unpainted. *But they get rid of large quantities of goods.*

They lack in up-to-date show-cases but they have the best in computing scales, cash registers, account systems and other working fixtures. They are shrewd men. They advertise by store papers, occasionally by local newspapers if any come largely into their territory, by circulars and most of all, by their personal relations with their public.

On the shelves of these storekeepers are found the goods that the general advertiser, the manufacturer, is trying to push. The customers of the cross-roads merchant are largely farmers and they read the best periodicals, and



A TYPICAL CROSS-ROADS STORE, WITH MODERN GOODS AND FIXTURES

they know what is what in merchandise. All these goods are bought from jobbers. The manufacturer never hears of the country general storekeeper except through the jobber's checks—and yet this same country merchant seldom gets any attention in the advertising campaign of the manufacturer.

Usually he is not rated at all or else rated so low that he is con-

sidered a negligible quantity. He is not interested in ratings. He can buy all he wants to buy without paying any attention to Dun or to Bradstreet, so he does not see much use in reporting to them and consequently his rating is poor. Of course he is wrong in not paying more attention to this matter, but I am discussing a condition, not a theory.

It is almost an unheard of occurrence for a cross-roads storekeeper to beat his jobber out of an account by trickiness. I don't think I am exaggerating when I say that it is rare that a jobber loses through the failure of the cross-roads man.

The country storekeeper, like the customers who patronize him, sets a good deal of importance upon the personal element. He believes that he is an individual in the eyes of his jobber, not merely an account on such a page. His dealings when he buys, like his dealings when he sells, are dealings between man and man, and he is in the main more often an honest man than he who does not consider that there is any relationship between himself and his source of supply than that of dollars and cents.

VOLUME OF BUSINESS DONE

A trade paper going very largely to just such merchants as these has recently made some estimates on the average business done by its readers and upon the size of their plants, etc. It found upon the reports made by a large number of readers, taken at random, that the average annual business was \$20,843. It found that the store space of these men averaged 2,615 feet each. It found that these general stores estimated that a very large per cent. of their sales were of groceries, though a small per cent. of the profits came from that line. To be exact, forty-seven per cent. estimated that groceries were their most important line in the matter of gross sales.

Observation and inquiry among the merchants themselves substantiates this estimate.

Not the least important lesson

to be gathered from the fact that these dealers are in close personal relations with their customers, is that they can sell just about what they want to sell. Their customers know what is new on the market by reading the general advertising, but when they come to the store, if John Jones, the merchant and their personal friend, tells them that Smith's Rice Food is better than Brown's Ricena, then they are going to buy Smith's.

This means that these storekeepers cannot be forced to sell any brand they do not want to sell, merely by creating a demand for it. It means that these storekeepers should be brought to feel friendly toward the manufacturer and that they should be allowed a fair profit upon his goods and then they will want to sell them.

While the policy of trying to compel the retailer has been practically abandoned by all thinking manufacturers, still not many of them have gone so far as to give the new policy special attention with reference to its application in the case of the cross-roads merchant. In fact, there are mighty few manufacturers who give this right-out-in-the-country dealer any specific thought at all. They seem to think that because a man runs a store in a community which is rated as having fifty to one hundred and fifty population, he does a fifty to one hundred and fifty business. This is not true, as that average of \$20,000 shows, and as any man can find out for himself by going out and seeing these storekeepers personally — though he will not be able to get figures on their business without making himself their friend first.

The merchant in the city will stick a line he does not like under the counter and sell it only when he must do it to hold the customer. The merchant out in the country will throw the line out entirely and take his chances of making a sale to the person who asks for those goods.

Another reason why the manufacturer needs the co-operation of the cross-roads merchant is be-

cause during the summer the users of that manufacturer's goods from all the bigger towns and cities of the land are scattered through the country districts. In every village, whether it caters to the summer boarder or not there are city people coming and going all summer. Even the remote farm-houses get their quota of summer visitors and the cross-roads store is where they go for the things they want to buy. The articles they bought at the drug store at home, or the thing they got at the stationer's or the drygoods store must out here be bought at the general store if at all. The general store dips into all lines and the general storekeeper cares little what kind of goods they are so long as they sell. He knows no limitations. He is as willing to sell shoe buckles as he is to sell breakfast food. He will stock typewriter ribbons as quickly as canned goods if there is a demand.

And the automobile is doing its share to carry this city customer demand out into the country. More people get into the country districts now than ever did before motoring was so common.

It will pay the manufacturer to familiarize the cross-roads dealer with his goods by advertising to him so that when there is a demand, he knows what he is doing in ordering them.

Many of these merchants told me that they were more interested in the information they get about new goods than in almost anything else that comes to them in the form of business literature. This is particularly true where there is close competition. The merchant is looking for a chance to get ahead of his competitor.

The manufacturer need not expect very general responses to offers of help to these merchants in the way of window displays or newspaper cuts. They have few newspapers to use in the cross-roads community. Their windows are an unimportant item. Many of the stores have none that can properly be called show windows. They are windows such as you see in a private house and offer small

chance for the manufacturer's ready-made display.

The cross-roads merchant is helped in the store by his wife and by any other members of the family who can be of service. He usually lives next door to the store or sometimes upstairs over it. He has a woman's judgment right at hand and this means a practical application of the rule that two heads are better than one.

It is these country dealers that are most strongly against the mail-order houses and parcels post. They are firm in their belief that the parcels post means a great loss of business to them. But they are all the time finding out better ways to hold their trade against mail-order competition. The manufacturer who would have the cross-roads men for his friends, however, may well be careful to keep his trade-marked goods out of the catalogues of the big mail-order houses.

INFLUENCE OF THE AUTOMOBILE

The fact that this country storekeeper is some distance from his base of supplies has been altered to quite an extent by the automobile. The dealer who himself has a car can make the jobber in the city twenty or thirty miles from him carry his stock, and the dealer who can get goods brought to him by someone in his vicinity having a car is in the same position. This operates to lower the necessary amount of stock carried by many dealers, and while it makes his showing more insignificant it helps him to make more money and to pay his bills more easily and promptly.

It will be found that the figures obtainable through any agency on a regular or a special report will rarely do justice to the cross-roads dealer. He is modest in his claims and he considers that it is nobody's business how much stock he carries or how much business he is doing.

Certain manufacturers are growing wise to the fact that the retailer in the small place is worth cultivating, and that he is more important than has been thought. As a result they are making per-

sonal trips through the country calling upon these men and finding out their attitude, getting their view upon merchandising methods, upon prices, etc.

One manufacturer who is extending his territory carefully and systematically by establishing dealer agencies in the towns and villages makes it a point to select the local merchant to whom the agency shall first be offered by calling on all the available men and noting their business methods, their selling ability and their personality. This is working slowly but it is building upon a firm foundation. After small purchases have been made of the different dealers, the one who looks best is given a chance to take on the goods and he is told why he was chosen. He rarely declines the line. He is flattered by the candor of the representative and the result is mutually beneficial.

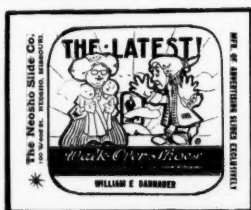
DEALER KNOWS HIS CUSTOMERS

Where dealer co-operation is sought to the extent of getting the merchant to supply names of

good prospects it will be found that the lists furnished by the cross-roads man are of high value. They are made out from personal knowledge of the possible customer. If the maker of a line of heaters wants a list of farmers who might want heaters, if that list is prepared by country merchants who write down the names of the men they know who have no heaters in their houses and who can afford them, that is a list that is miles ahead of any hit-or-miss list made up from tax rolls, subscription lists or poll lists.

The country merchant is a man right on the ground. He knows the needs of his public and its ability to pay for those needs.

The class of trade that comes from such sections is the steadiest trade there is. It is unaffected by markets and it is reached by panics only in extreme instances and after a long time. The people live upon the products of the soil. The crops vary from year to year, but there are always crops and there is always a market value for them. There are no strikes that



Our clients tell us that our service makes all their dealings with us very easy, pleasant and convenient.

When you consider this feature in addition to the genuine excellence and effectiveness of our slides you will see good grounds for using us in the preparation of your picture show advertising.

A request will bring you complete information.

THE NEOSHO SLIDE CO., 103 Spring Street, NEOSHO, WIS.

1847 ROGERS BROS.

"Silver Plate that Wears"

The famous trade mark 1847 ROGERS BROS. guarantees the *heaviest* triple plate.

Guaranteed by the largest makers of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO

CROMWELL
PATTERN



cut off the business entirely for periods at a time. There are no removals of manufacturing plants or closing down of them. The population is a continuous one and its trade is the nearest to stable of any line of consumer business there is.

The country merchant is not to be reached with flashy promises any more than the city merchant. He demands of the medium in which he sees an advertisement that that advertisement be guaranteed. He wants to know that the advertiser will live up to his word and he has no more use for one who will not than you or I have.

He knows what is going on in the world and no matter how far he may be from the Great White Way he has heard about all that anyone has heard about and he will not touch a gold brick with a ten-foot pole.

The cross-roads storekeeper can be made into almost any manufacturer's greatest asset if he is treated right. And the best way to treat him right is to get acquainted with him by actually meeting him and talking the problems of business over with him in his own store. The house that is going after this class of trade can well afford to spend a little money in visiting it in the person of someone high in authority in the concern.

OWNERS' NAMES ON PERIODICALS

The Senate in its consideration of the Post-office bill has changed the Barnhart amendment so it now reads to the effect that all newspapers, magazines, periodicals and other publications, excepting religious, temperance, scientific and similar publications, shall file with the postmaster in the city of publication a statement twice a year showing the names of owners, editor or business manager, the names of known bondholders, mortgage and other security holders.

The bill in question was passed but a few days ago by the Senate and sent back to the House with its recommendations. It was voted to allow to those publishers of publications which are issued tri-weekly or less frequently the option of sending second-class matter by fast freight at one cent a pound, or by regular mail at two cents a pound.

GOVERNMENT TO HOLD BUSINESS SHOW

MANUFACTURERS TO BE ALLOWED AN OPPORTUNITY OF DEMONSTRATING THEIR GOODS AT WASHINGTON UNDER SERVICE CONDITIONS.—DEPARTMENT EMPLOYEES GIVEN WIDE RANGE OF INDIVIDUAL CHOICE

Special Washington Correspondence

The United States Government will hold at Washington this autumn a unique "business show" and the event serves to emphasize the increasing attention which Uncle Sam, as an "ultimate consumer" has come to bestow upon advertising in the form of practical demonstration. Not only is it well nigh impossible nowadays to sell the national Government anything save as the result of a practical demonstration, but the Federal officials in all branches of the Government show a disposition to provide unusual facilities for the manufacturer who will present his product for a tryout under service conditions.

Thus the U. S. Life Saving Service has a special board of experts which meets once a year to test all new life-saving devices that may be submitted; the Post Office Department is even now conducting exhaustive experiments with new mail-handling devices and postal automobiles and motorcycles; the Navy Department has afforded facilities to manufacturers of coal-handling apparatus; and so the list might be continued indefinitely. Especially notable within the past year or two have been the governmental demonstration of slot machines for vending postage stamps and of tying devices. In the latter case there were submitted for examination hundreds of different devices designed to do away with the necessity for the use of twine in tying or binding packages.

In one sense, however, the forthcoming business show will have the widest scope of any of these projects. Not only will it embrace the entire range of busi-

ness equipment and office supplies but the demonstration is for the benefit not of merely one Government department but the entire Federal service. The business show will be conducted by the President's Commission on Economy and Efficiency,—the new board of business doctors that has been assembled in consultation with a view to modernizing our governmental business methods,—and so anxious is this body to secure representation by every manufacturer that exhibit space will be provided free of charge together with electric light and power and the services of Government watchmen to guard the exhibits. All that the Federal authorities ask in return is that each manufacturer shall detail to Washington for the ten day or two week interval of the exhibit his most experienced and skilled demonstrators in order that the Government employes may have an opportunity to observe the time—labor—and money-saving devices in operation under the most advantageous conditions.

EMPLOYEES GIVEN A CHANCE

Attendance will not be limited to the purchasing agents of the governmental institutions but practically the entire body of clerks and officials in every Government department or other institution will be given time during office hours to visit the demonstration and observe the workings of the apparatus installed. Each employee who feels that the operation of his office would be facilitated by the introduction of any of the new equipment demonstrated at the exhibition will be expected to prepare a report in writing embodying his views. The officials who are planning the exhibition will encourage all manufacturers who take space to provide printed matter setting forth the merits and mode of operation of their respective products in order that Government employes may go into the subject more fully at their leisure.

This Federal business show, which is the direct outgrowth of a similar demonstration conduct-

ed on a modest scale in the Treasury Department several years ago, bids fair to become an annual event at the seat of Government. It derives its value to the manufacturer as a sales promoter from the fact that in the Government service great latitude is allowed to individual preference in the ordering of equipment and supplies of all kinds. An effort is now being made to systematize the purchasing systems of the various branches of the Government with a view to securing minimum prices and other advantages in all cases but this concentration does not contemplate any abridgement of the personal privileges of individual officials as respects favorite commodities.

As a result of this policy we find in use in the various Government offices all makes of typewriters, every style of adding machines, both patterns of business phonographs, almost all brands of typewriter paper and carbons, all the different designs in vertical file and card index cabinets, all the models of mailing machines, both stencil and rubber type, and in short the whole range of standard business equipment. It is not sufficient for a manufacturer to win his fight in any one office or with any one purchasing agent. He must, as it were, construe each bureau and division in the governmental establishment as a separate competitive field that is a law unto itself. And since business equipment and office supplies represent lines which are required constantly in each and every Government office the officials have come to the conclusion that the most advantageous method of weighing the comparative merits of everything on the market is through the medium of a business show such as is now projected and where every manufacturer can be placed on an absolutely even footing in so far as opportunities for advertising and demonstration are concerned.

Kendall B. Cressey, who until five years ago was advertising manager of the *Philadelphia Record*, has entered the newspaper business again and identified himself with the Birmingham, Ala., *News*.

The Little Schoolmaster's Classroom

Just a little change from the usual rectangular form is often enough to make an advertisement stand out strongly. When some undertake to make changes from the conventional form they feel that they have to do "stunts." But the designer of the Winchester advertisement, here reproduced, did no stunt, but worked out a very ingenious plan of dis-



WINCHESTER

.22 Automatic Rifle

The novelty of its operation is one of the fascinating features of the Winchester .22 Automatic Rifle. Instead of the downward and upward motion of a finger lever, or the backward and forward thrust of a slide handle, the pull on the trigger is the only effort required to shoot the rifle ten times in succession. The only limit to speed in firing is the rapidity with which the trigger can be pulled before each shot. With this speed is coupled fine accuracy, light weight, simple and strong construction, and ease and quickness of handling. Note the beautiful appearance of the rifle. It lists at \$25.00, but is sold everywhere for much less. It is the ideal vacationist's rifle.

FOR TARGET SHOOTING OR GAME

AN ATTRACTIVE METHOD OF DISPLAY

play when he bent his rectangle out of shape enough to give room for the rifle along one side and the ten cartridges along the other. This advertisement seems exceedingly attractive to the Schoolmaster.

We are doing wonderful things with drawings these days, but the right kind of photographic illustration will never be surpassed. The pose of the young girl in the Ansco advertisement is natural and pleasing. The bright face, the smile, and the uplifted finger

draws attention, and we are glad we looked. Note, too, that only a part of the figure has been used. The unskilful designer of an advertisement will usually try to get in the entire figure, forgetting that imagination will supply the missing part where the part shown is that which is essential to the story told by the picture.

The Schoolmaster is sorry for the advertising man who can't see interesting things in the retail stores, particularly in the big stores; for the retail store is the big battleground, is where most advertised goods come face to face with the prospective consumer and where we see "the conclusion of the whole matter."



"THE child with a camera habit is no longer an interloper between the earth and sky. He is never lonely, wherever he is, because he feels the kinship that exists between himself and all living things," says Eilbert Holbrook.

The Ansco Camera is so simple in construction and easy to work, that with it a child can make as good outdoor photographs as a professional. There is one camera that makes a picture of every well directed exposure and puts the mere out of the growing class. That camera is

The Superb Ansco

Always use Ansco film with an Ansco or Ansco Junior camera on Ceflex paper—the best and most reliable. It has the right proportion of all photographic elements and the correct chemical balance. Used for permanent exposures in black and white, color, and sepia. When you use Ansco you are sure.

Twenty styles of Ansco Cameras, from \$5 to \$25, are shown in our catalog. The Ansco Book—A brief and free booklet of facts and useful information.

ANSCO COMPANY, Binghamton, N. Y.

A PLEASING POSE

The other day the Schoolmaster stood by a counter and heard a conscientious, alert young girl deliver a most interesting canvass on a shawl, heard her give history, argument about quality and reasons for buying at once that

held the hesitating customer, impelled her to handle the goods time and again and finally buy. Back of that young girl's work was a buyer's talk to his sales people, a talk full of meat, that supported the advertising as nothing else could have done.

* * *

And then, in another store, the Schoolmaster watched two of the young clerks saunter away to the front of the room, after one had sold a customer a pair of rubber over-shoes. The customer, with his package under his arm, lingered, looking at some leather shoes that another clerk was getting out for a second customer. Perhaps there is a rule in this shoe-store that no customer shall ever be asked to buy, but it is not likely that there is a rule prohibiting the showing of goods to interested people. This man who came in to buy the rubber shoes had never been in that store before. He came that time to buy a particular kind of over-shoe kept nowhere else in the city. He fin-

gered and fooled over the leather shoes a while, with a glance at the two young bloods up near the door of the store. The opportunity was golden for a real salesman to say: "May I not show you your size in that shoe?" The customer would have been agreeable, he might have found a shoe that pleased him better than the kind he had been buying down the street, and in that case he would have come in again and again probably. But no attention was paid to him, and he finally walked out briskly, as if he had remembered something. And in that store there are undoubtedly comments made now and then by the boss on how difficult it is to get advertising to pay, and comments by two young clerks on how hard it is for a fellow to get a decent salary in a shoe store.

* * *

"Do you use a store paper or any kind of text-book in training your sales-people for better work?" asked the Schoolmaster in a delightful interview with the

Advertising positions that promise well—pay well

Here are a few of the opportunities just now on Fernald's list:—

Plan and copy man of good personality wanted by eastern advertising agency of high standing. Salary about \$2500. No. 5637.

Advertising solicitor in New York City for a trade journal in the house furnishing field. Salary adequate. No. 7143.

Advertising representative in the Middle West for several auto-

mobile publications; a man who can get business from machinery manufacturers. Liberal arrangement proposed. No. 896.

Advertising solicitor who can point to successful experience with some New England daily of not much under 20,000 circulation. Position is worth \$1800 or more. No. 172.

No advance fee for membership. No charge to employers.

**Fernald's
Newspaper Men's Exchange**

Advertising—Printing—Publishing Positions.

ESTABLISHED 1898

Springfield, Mass.

superintendent of the training department of a famous Western retail store.

"No," said this superintendent, "we have a library in which we have every book that would likely prove helpful to our people, but that's as far as we have gone."

Encouraged by further questioning, he went on:

"In the first place, we are very careful about selecting our help, and the new salesman is given a good training in the methods and the policy of our store before being put behind the counter to deal with customers. And then we keep up our training until we are assured that the new employee is capable of very good work. In the morning, at the hour at which we can best spare help, groups of employees are taken away from their work and sent to a special room, where they listen to talks by buyers and others well qualified to train for better salesmanship, and where also they see, and take part in, highly interesting demonstrations of sales. We regard the talks by our buyers and managers and the demonstrations as being the most valuable sort of training, but we think our library helps. We, of course, take note of those who read the helpful books that we have provided. Sometimes it takes clever work to get certain books read, but then we have a very clever woman in charge of that work. I'll give you an example of her tactics. Not long ago she saw one of our girls reading a light sort of novel. She immediately got out a very helpful book and sat down near this girl and apparently became as much interested in the business book as the novel-reader was in the book she was reading. Finally our service employee remarked to the other that she must find the book she was reading very interesting; and then she told this young girl how interesting and helpful this business book was, and wound up with a proposal that they trade books when each was ready."

Then this superintendent went on to tell how nowadays they were holding their boys when in

former years the best class of boys seemed to slip away.

"Why did we lose them? Well, I tell you, this store is so big that a boy seemed to be overlooked here. We selected him carefully, looked him up and made him feel that there was an opportunity here, and then nobody seemed to take any notice of him, except to order him around, for month after month. Pretty soon somebody would offer the youngster another job and away he would go. It was a distinct loss to us to lose these boys; we wanted to keep them in our business; and so I set about finding a way to correct the fault in our system. Now I record carefully the employment of every new boy, and I have a tickler card that reminds me at the end of a few months to have that boy's record looked up. I ask for a report from his manager, and if the report is good, I send for the boy. 'Well, Willie,' I say, 'you've been working for us about half a year now, haven't you? How are you getting along and how do you like the work?' The boy of real worth is often backward about coming out and saying much about his work, but I put him at ease as far as possible, and then go ahead and say: 'Your manager tells me that you are doing very well—that you are trying to do things right. That's good, Willie, that's the kind of boy we need here and it is the kind of boy that gets along, too. Now, let's see, I think we are going to give you a raise next week. You are getting three dollars a week, aren't you? Next week it will be three-fifty.'

"By that time," says the superintendent, "the boy is often crying from sheer joy, but it does a wonderful amount of good. A word of commendation unasked for gives him a great spur."

* * *

You wouldn't think it of him. He is a grizzled old Hebrew that the muckrakers never looked up. But his usual method of dealing with the discouraged employee is to give a kindly talk and a little raise. And he tells the Schoolmaster that in most cases it works

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well—works much better than the method of the Gentile across the way who is not ashamed of his temper and who seems to take pleasure in lashing the employee whose work is not always up to the mark. This shrewd old Hebrew even tries his gentle method on dishonest clerks. "I could discharge you," he says, "but that would ruin you, and I don't want to ruin you. I want to make a good salesman of you. Now, maybe you were tempted because of your small salary. I want to give you a good chance, and I am going to give you a little more money, but you must never let this thing happen again." In all but one case he says he won gratitude and loyal effort of the employee afterward. His theory is that you can do more with the help you have, as a rule, than by discharging freely and hiring new material.

POSTER "KIDDING"

Two sets of posters, one in red and the other in yellow, are symbolizing the attempts of the automobilists and farmers in and around Connerville, Ind., to make each other "walk Spanish." The red posters were put up by some automobilists and bear those ancient and honorable rules of the road of which that one about taking the machine apart and hiding the pieces in the grass is the most prominent member. By the gentle sarcasm of these posters, the motorists hoped to show the farmers how unreasonable were some of their demands.

The farmers were not to be "kidded," however, but retaliated in kind, with a set of rules for horse drivers printed upon yellow posters. The most prominent of these rules states that funeral processions, upon the approach of an automobile, shall tear down the nearest fence and detour through the field to give the machine the right of way. Just what will happen next is still concealed in the dim and uncertain future, but if the posters serve no other purpose they will at least demonstrate that there are two sides to every question.

H. B. RIDGE APPOINTED

H. B. Ridge, for many years connected with the Hearst organization, has been appointed advertising manager of the *Readers' Magazine*, Philadelphia. This magazine is the latest comer in the Sunday field and is issued as a part of the *Syracuse Herald*, the *St. Louis Star*, the *Duluth News Tribune*, the *Washington Herald*, the *Evansville Courier*, the *Pittsburgh Leader*, the *Knoxville Journal and Tribune*, and the *St. Paul Daily News*.



THE ONLY LIVE NEWS

of some newspapers is on the first page. Your ad is between the covers. Live people who like live news never see it.

Every page of the *Pittsburgh Post* and *The Pittsburgh Sun* is live reading.

THE PITTSBURGH POST

(Morning, 2c.)

THE PITTSBURGH SUN

(Evening, 1c.)

Emil M. Scholz, General Manager.
CONE, LORENZEN & WOODMAN,
Foreign Representatives,
NEW YORK. - CHICAGO.

A BIG TIP FOR SHREWD ADVERTISERS

Do you want to increase your business, Mr. Advertiser? Do you want to widen your sales territories? Do you want to reach

MILLIONS OF THRIFTY PEOPLE WHO PROBABLY NEVER HEARD OF YOU

no matter how big an advertiser you are in English papers and magazines? The Germans are a mighty power in this country. In 22 leading cities the German home ownership is over 57 per cent. larger than the American home ownership.

WE REPRESENT 600 GERMAN NEWS-PAPERS AND MAGAZINES HAVING MORE THAN 13,000,000 READERS

German Newspaper Alliance, Inc.

45 WEST 34th ST., NEW YORK

A. J. Meister, Pres.

S. Liebenstein, Vice-Pres.

Special Lists Prepared—Statistical
Local Information Quickly Supplied

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 128,384. Rate 35c.

AN Art Department at Your Command

As the representative of 15 well-known illustrators, I can offer you a service that is unique and distinctive.

Each of these men is a specialist along certain lines—at least one of them can handle best the illustration you require. Investigate this service.

Howard R. Evans

Metropolitan Life Building

PHONE—GRAMERCY 5783.

About 100 original drawings in color always on hand—suitable for catalog and booklet covers, calendars, etc.—priced from \$25.00 upwards.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD WRITERS

LITTLE AND BIG advertising things written on a piece work basis for all who use the printed word. **WONFER, 31 Clinton St., Newark, N. J.**

BUSINESS OPPORTUNITIES

I Have Some Capital

and a great deal of practical experience to put into a good mail order article or plan. Will buy or take partnership. Address, **502 THE WINDSOR APARTMENTS, Washington, D. C.**

Golden Opportunity

An established special advertising agency in Chicago offers an attractive proposition to a young man with advertising experience, who has capital and the inclination to take an interest in the firm. Our business has grown to such an extent that it is necessary to make various changes and improvements for its proper conduction. We need a hustler who will assist us in doing greater and better things. This man must be a good solicitor and should have a knowledge of copy writing. Answer fully. Correspondence confidential. Box 137, care of **Printers' Ink, N. Y.**

FOR SALE

Patent No. 911,068 for unique

toilet article, almost a necessity for everyone. Can be made to retail profitably at about ten cents each, including postage. **ADAM C. PERKINS, 64 V St., N. W., Washington, D. C.**

HELP WANTED

Proofreader—best obtainable, either sex, for advertising agency work. Must be well educated and with good experience. References must be first class. Box 139, care of **Printers' Ink.**

EXPERIENCED advertising solicitor for established export monthly. Appeals to manufacturers, banks, insurance companies, etc. Absolutely high class circulation. Liberal commission. **Exporters' Review, 80 Broad St., N. Y.**

A PRINTING SALESMAN—High class man and good estimator on quality catalogs; salary, or salary and commission, as preferred. If you have made a success write us giving particulars. **GRIFFITH STILLINGS PRESS, Catalog Specialists, Boston, Mass.**

RATE MAN WANTED—Advertising agency requires the services of an experienced young man in rate department. Splendid opportunity for right party. Address, stating full particulars as to age, experience, salary desired and references. Box 140, care of **Printers' Ink.**

SALESMAN

To solicit advertising for the Detroit Street cars. A man with experience and references. A man capable of earning a good salary. Position permanent on a salary and commission basis. **MICHIGAN STREET CAR ADV. CO., 83 Fort St., West, Detroit, Mich.**

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau, 35 Montgomery St., San Francisco, Cal.**

POSITIONS WANTED

YOUNG man, three years' experience in publishing field, desires position with New York Advertising Agents or in advertising, circulation or editorial departments of publication. Box 144, care of **Printers' Ink.**

AGENCY office man experienced in figuring estimates, rates, billing, bookkeeping, etc. Married, age 26. Wishes to connect with First Class Advertising or Special Agency. Box 145, care of Printers' Ink.

GENTLEMAN familiar with wide range of hardware and kindred goods, list prices, trade directory competing and general editorial work; capable of filling responsible position. THOMPSON, 77 West 34th St., Bayonne, N. J.

POSITION in advertising department by single man of 22. Student of I. C. S. advertising course; three years as manager of general merchandise store; good habits; wants experience. Box 142, care of Printers' Ink.

The Stuff—I can put stuff into copy. Write me for samples to prove it. Want opening as ad writer. Young man, small salary to start. Address Box 138, care Printers' Ink.

WANTED FOR AUSTRALIA—Gentleman from Australia now in New York wishes to secure exclusive representation for good lines suitable for that country. Has important connection, ample capital, and is prepared to advertise extensively. Highest references. Apply Box 141, care of Printers' Ink.

SEEKING position with reputable advertiser or agency. Have good fundamental advertising knowledge. Was about to open an office for myself, but on reflection prefer an opening where hard work and integrity will be appreciated by advancement. Age 21. Can start Sept. 1. Salary \$1,100. DAVID E. VICTOR, 156 Broadway, New York.

WHAT HAVE YOU TO OFFER the advertising manager for a leading manufacturer of office machinery? Twelve years experience in newspaper, selling and advertising work. Writer of copy NOW bringing results, successful salesman, close buyer of printing. Can submit samples of ads and show results. Similar line to present not essential. Box 143, care of Printers' Ink.

AMBITIOUS young man seeks connection with department or agency; can produce forceful copy and live correspondence; experienced with type, stock and printing; regular scholar of the Little Schoolmaster and a graduate of the I. C. S.; a thinker and a worker; age 19; now with newspaper; opportunity considered before salary. Address BOX 134, care of Printers' Ink.

EXPERIENCED ADVERTISING SOLICITOR

I wish to change my position because I know I have it in me to make good on a larger proposition than I now have. Have been successful in securing business for trade and farm papers; age 29. Plenty of satisfactory references furnished. Middle West territory preferred. Address "J. R.," Box 105, care Printers' Ink.

At the Top

I wish to change my position, because I know I am a valuable man for a growing agency. Age 25. Five years advertising experience as solicitor and assistant advertising manager. Have outgrown my present position. Would like to hear from a New York agency. Experience and chance for advancement more important than salary. Excellent references. Will you grant me an interview? Address Box 136, care of Printers' Ink.

ADVERTISING WRITER OR MANAGER

Man, 28; five years' experience, two with large magazine publisher as assistant advertising manager, in charge of copy writing, job printing, engraving, and illustrating departments. Thorough knowledge of advertising business and associated branches. Past year have been treasurer of book publishing company. Would prefer position with small, growing advertising service company where prospects for advancement are favorable. Salary to start, \$35 a week. Address Box 135, care of Printers' Ink.

My Experience in Advertising and Sales

covers eighteen years of originating, directing and executing sales-creative work—for many and varied lines, by all methods, through all mediums, to all classes of buyers. As advertising and sales manager—advertising agency manager, "merchandiser" and "copy-man," solicitor and handler of accounts—have learned "the game"—produced results—and have the proofs. Open for new connection—ready to demonstrate ability to earn any salary you will pay and that I can accept. Box 127, care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

PRINTERS' INK BINDERS

AT COST TO US

75c Each
Post Paid

STRONG, CONVENIENT,
SIMPLE

PRINTERS' INK PUB. CO.,
12 W. 31st St., New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1911, **38,377**. Best advertising medium in Alabama.
Montgomery, Advertiser, net av. year 1911, **Dy. 17,568**; Sun., **22,358**. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, Gazette. Average June, 1912, **6,238** daily. A. A. A. ex. regularly.

CALIFORNIA

San Diego Union. Sworn circulation, June, 1912, Daily, **10,837**; Sunday only, **14,624**.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1910, **7,801**; 1911, **7,892**.

Meriden, Morning Record & Republican. Daily av.: 1909 **7,709**; 1910, **7,893**; 1911, **8,085**.

New Haven, Evening Register, daily. Aver. for 1911 (sworn) **19,184** daily, 2c.; Sunday, **15,108**, 5c.

Norwalk, Evening Hour. Average circulation 1911, **3,648**. Carries half page of wants.

Waterbury, Republican. Examined by A. A. regularly. 1911, Daily, **7,515**; Sunday, **7,569**.

DISTRICT OF COLUMBIA

Washington, Star, Evening and Sunday. Average daily 4 mos. '12, **64,164** (C.C.). Carrier delivery.

ILLINOIS

Chicago Examiner, average 1911, Sunday **541,828**, Daily **216,698**, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The **Sunday Examiner** SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the **Chicago Examiner** is guaranteed by the **Printers' Ink Publishing Company**, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Polish Daily News. Year ending May, 1912, **16,094**; May average, **16,705**.
Champaign, News. Leading paper in field. (Champaign-Urbana.) Average year 1911, **5,327**.
Joliet, Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1911, **2,114**.
Peoria, Evening Star. Circulation for 1911, **21,149**.

INDIANA

South Bend, Tribune. Sworn average July, 1912, **12,743**. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1911, daily, **9,426**; Sunday, **10,351**. "All paid in advance."

Des Moines, Register & Leader (av. '11), **35,363**.
Evening Tribune, **30,316** (same ownership). Combined circulation **58,579**—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, Eve. Journal. Only daily in county. 1,956 subscribers. All good people.

Waterloo, Evening Courier, 53rd year; Av. dy. year 1911, **8,139**. Waterloo pop., 27,000.

KENTUCKY

Louisville, Courier-Journal. Average 1911, daily and Sunday, **28,911**.

Louisville, The Times, evening daily, average for 1911 net paid **47,956**.

LOUISIANA

New Orleans, Item, 1st 6mo. 1912, daily ave. net, **43,870**. Sun. ave. net, **45,744**. A. A. A. examination.

MAINE

Augusta, Kennebec Journal, daily average 1911, **9,872**. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1911, daily **10,444**.

Portland, Evening Express. Average for 1911, daily **17,626**. Sunday **Telegram**, **12,018**.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1911, **79,626**. For July, 1912, **77,787**.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the **Printers' Ink Publishing Company** who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Globe. Average circulation. Daily (2 cents a copy) 1911, **184,614**—Dec. av., **187,178**.

Sunday

1911, **323,147**—Dec. av., **324,476**.

Advertising Totals: 1911, **6,376,061** lines

Gain, 1911, **447,983** lines

2,327,521 lines more than any other Boston paper published.
Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Greatest July of the Boston Post. Circulation averages: *Daily Post*, 411,131, gain of 87,963 copies per day over July, 1911. *Sunday Post*, 323,786, gain of 30,120 copies per Sunday over July, 1911.

Boston, *Herald*, guaranteed daily circulation 110,714 (average for whole year ending April 30, 1912). The newspaper of the home owners of New England.

Lawrence, *Telegram*, evening, 1911 av. 8,405. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 16,839; 1910, 16,563; 1911, 16,987. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 50,000.

Jackson, *Patriot*, Aves. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. L. Murphy, publisher. Aves. for year ending December 31, 1911, 21,387.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec, 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for July, 1912, evening only, 81,043. Average Sunday circulation for July, 1912, 84,035.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,536. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,315.

MISSOURI

Lamar, *Democrat*, weekly. Average, 1911, 8,511.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829.

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,350 daily average 1st 4 mos. 1912.

Camden, *Post-Telegram*, 10,415 daily average 1911. Camden's oldest daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. 1911—'07, 20,370; '08, 21,326; '09, 19,043; '10, 19,338; '11, 20,115.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,361. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 27,764; daily, 80,268; *Evening*, evening, 23,892.

Buffalo, *Evening News*. Daily average 1911, 24,724.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,337.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Jan. 1, 1912, to June 30, 1912, 127,996. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Liecby. Actual Average for 1911, 30,517. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyes Building, Chicago.

Schenectady, *Union Star*, 75% "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, *National Electrical Contractor*, mo. Average for 1911, 3,428.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,123; Sunday, 125,191. For July, 1912, 110,363 daily; Sunday, 133,015.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 32,113 average, July, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,372.

Washington, *Reporter and Observer*, circulation average 1911, 12,823.

West Chester, *Local News*, daily, W. H. Hodgson. Aves. for 1911, 15,549. In its 40th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 18,401 net, sworn. A. A. examination.

Williamsport, *News*, eve. Net av. 9523, June, 1912, 9782. Best paper in prosperous region.

York, *Dispatch and Daily*. Average for 1911, 18,527. Covers its territory.

RHODE ISLAND

Newport, *Daily News*, (evening) 66th year. Covers field. Circulation for 1911, 4,404.

Pawtucket, *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 25,087 (©©). Sunday, 33,655 (©©). *Evening Bulletin*, 20,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 8,446.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, 8,289.

Columbia, *State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,525. July, 1912, average, daily, 19,040; Sunday, 20,466.

VERMONT

Barre, Times, daily. Only paper in city. Av 1911, 8,764. Examined by A.A.A.
Burlington, Free Press. Examined by A.A.A. 8,968 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.) Aver. July, 1912, 8,346. *The Register* (morn.), av. July, '12, 8,086.

WASHINGTON

Tacoma, Ledger. Average year 1911, daily, 19,001 Sunday, 37,388.
Tacoma, News. Average for year 1911, 19,210.

WISCONSIN

Milwaukee, The Evening Wisconsin, daily. Average daily circulation, for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.



Fond Du Lac, Daily Commonwealth. Average year 1911, 8,971. Established over 40 years ago.
Janesville, Gazette. Daily average, July, 1912, daily 6,616; semi-weekly, 1,701.

Madison, State Journal, daily. Actual average circulation for year 1911, 7,917.

Racine (Wis.) Journal-News. Average June, 1912, circulation, 6,930.

MANITOBA, CAN.

Winnipeg, Der Nordwestern. Canada's National German weekly. Av. 1911 22,025. Rates 50c in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

QUEBEC, CAN.

Montreal, La Presse. Daily average for year 1911, 104,197. Largest in Canada.

Montreal, La Patrie. Ave. year 1911, 46,982 daily; 56,997 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Aver. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.
NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,567 lines. The number of individual advertisements published was 26,573.

Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers'

THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy av. 1st 4 mos. '11, 64,154. (◎◎) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Island Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people.

TENNESSEE

The Memphis *Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Wanted: High Class Copy Man

The advertiser would like to hear from some thoroughly seasoned advertising writer whose present connection will permit him to devote leisure hours to non-conflicting work.

The man desired must have facility of expression and fertility of ideas.

But more important than that, he must have been through the advertising mill and have secured a grasp of merchandising principles from personal experience.

He must have initiative to dig up his own facts, and ability to put the facts in good English with a vivid, human-interest appeal.

Some advertising writer with a broad business experience will find the proposed line of work exceptionally interesting and a desirable means of utilizing spare time at fair remuneration.

The advertiser already has the assistance of several able advertising writers but wishes to broaden the source of his supply and to be sure that he is not "missing any tricks."

"Advertiser," Box 5,
Care PRINTERS' INK,
12 W. 31st St., New York.

TWO magazines that are kept for leisurely reading and reading again:

THE CENTURY ST. NICHOLAS

Their quality is invariably high.

They retain their circulation by steady excellence—not by fireworks.

They keep your advertisement in good company, and take it into good company.

Read the "Uses of Imagination in Business" in the September Century